

**EPA**United States Environmental Protection Agency  
Washington, DC 20460**Work Assignment**

Work Assignment Number

0-01

☐ Other ☐ Amendment Number:

Contract Number

EP-C-11-046

Contract Period 09/19/2011 To 08/31/2012

Base ☒ Option Period Number

Title of Work Assignment/SF Site Name

Development of the Initial MOV

Contractor

EASTERN RESEARCH GROUP, INC.

Specify Section and paragraph of Contract SOW

Section 2

Purpose:



Work Assignment



Work Assignment Close-Out



Work Assignment Amendment



Incremental Funding



Work Plan Approval

Period of Performance

From 09/19/2011 To 08/31/2012

Comments:



Superfund

**Accounting and Appropriations Data**

Non-Superfund

Note: To report additional accounting and appropriations data use EPA Form 1900-69A.

SFO  
(Max 2)

Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										

**Authorized Work Assignment Ceiling**

Contract Period:

Cost/Fee:

LOE:

09/19/2011 To 08/31/2012

This Action:

Total:

**Work Plan / Cost Estimate Approvals**

Contractor WP Dated:

Cost/Fee:

LOE:

Cumulative Approved:

Cost/Fee:

LOE:

Work Assignment Manager Name Ed Glover

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(Date)

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(Date)

Other Agency Official Name

Branch/Mail Code:

Phone Number:

FAX Number:

(Signature)

(Date)

Contracting Official Name Sandra Savage

Branch/Mail Code:

Phone Number: 513-487-2046

FAX Number:

(Signature)

(Date)

**Performance Work Statement Contract EP-C-11-046**

**Program Support, Analysis and Advancement  
of the OTAQ's Transportation Emission Reduction and  
Fuel Savings Programs**

Work Assignment Number: 0-01

Work Assignment Name: Development of the Initial MOVES International Model Framework

Work Assignment Manager (WAM): Edward L. Glover  
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Period of Performance: WA Initiation to 8/31/12

1.0 Background/Introduction:

EPA has developed a comprehensive vehicle emission model software program called MOVES. It is used to estimate emission inventories and emission rates from on-road motor vehicles in all U.S. states and territories. There is now a need to modify / extend the MOVES model capability so that it can be used to model vehicle emissions inventories and rates in other countries. The Office of Air and Radiation (OAR) International program office is interested in developing a model with such capability.

EPA and other organizations have conducted similar modifications to previous EPA vehicle emission rates models (i.e., MOBILE6.2) for use in other countries. These modified models were used successfully to model local conditions and fleets. It is now time to extend this capability to EPA's latest emission model – MOVES.

Some existing work is available on this topic. The Contractor shall obtain and read the background paper at the following link:

<http://www.epa.gov/oms/models/moves/MOVES2010a/paper137-tap2010.pdf>



## 2.0 Overall Project Goal:

The overall goal of this Work Assignment is to create a generalized process for modifying the United States based MOVES model so that it can be used for a variety of local conditions in an international setting. A generalized process is useful because once developed it will allow any country / locality to more easily use it for their needs by inserting local data into it, rather than re-programming large portions of the model. Since the process of creating a complete 'turn-key' application is a large project, this Work Assignment will focus on the first crucial steps in the process and create a process/product that meets most of the requirements, can be used in limited analysis situations and can be further improved in the future.

## 3.0 Technical Description of Tasks to be Performed:

### Task 1: Contractor Work Plan Development

The Contractor shall develop a Work Plan, in accordance with the terms and conditions of contract clause B.2 entitled "Work Assignments.", which describes in detail how they plan to accomplish the major sub-tasks and meet the overall goal.

### Task 2: MOVES Coding Changes

The Contractor shall carefully review the code and determine all the areas where coding changes are required in order to generalize the model for international use. All areas of the model which contain such code shall be located and identified in the Contractor's Work Plan. However, due to relatively limited funding, only areas of the code which definitely prevent the generalization of the model and have significant impacts on the results shall be considered for modification. The EPA WAM will provide prior approval through written technical direction of the areas of code to be modified by the contractor.

The contractor shall make the code and MySQL database changes necessary to generalize the model. All specific code statements which are specific to US programs shall be transformed into database tables / database entries or eliminated. Some known specific examples include: (1) the fuel sulfur 'floor' and associated code, (2) the Complex model 'hard code', (3) the base fuel model year requirements, (4) the sample vehicle population, SCC (source classification code) and source type mappings, (5) the rate of progress algorithm, special units and unit conversions, and (6) all others not identified here.

It is likely that implementation of MOVES International will be done by selecting the MOVES "Custom Domain" option and entering in the specific local data. Currently, this option allows the user to model a group of US counties in a general fashion. It could be extended to allow the use to model a set of 'states' in a foreign country or the entire foreign country as one entity. The Contractor shall verify that this extension of capability is possible, and what, if any, coding changes are required to achieve it.



Also, if generalization of the model requires the modification of a MOVES table structure, then code changes will automatically be required. One primary object of this sub-task is to anticipate most code and MOVES database table structural changes up-front in this task so that these types of changes are not required or absolutely minimal when a user wants to model a specific locality. Finally, since this is a limited and initial project to create a MOVES International model framework, the coding changes should be confined to those areas which are absolutely essential to the project, and they should be designed so that they can be turned on and off within the model code. All code changes shall be modular so that EPA can easily incorporate them into the default 'working' version of MOVES. The EPA WAM shall approve all code changes to the MOVES model prior to the start of the coding.

### Task 3: Developing a Custom Database

The MOVES model is primarily a data driven model, and uses a default MySQL database extensively in its calculations. Thus, the major task of this Work Assignment is to provide guidance and software tools to enable international users to develop a custom database that can be used with MOVES to model their particular country. The development of the custom database would proceed in three levels of increasing complexity, as laid out in the paper referenced in Section 1 above; the 3 subtasks address each level of customization.

#### 1. Applying the Custom Domain Manager

MOVES currently contains an input option call the "Custom Domain" which allows the user to specify a custom geographic domain and provide most of the local data required to model it. EPA feels that this "Custom Domain" can be extended to allow the modeling of a foreign country or a group of states within a foreign country. Users would supply local activity, fleet distribution, and fuel parameters through the Custom Domain Manager; if these data are available this could be done relatively quickly. However, the resulting model would be based on default U.S. emission rates reflecting U.S. standards, and the driving patterns, vehicles classes and road types already in MOVES2010. The Contractor shall develop detailed guidance for international users addressing how to create a customized database for their country using Custom Domain Manager, and additional inputs the contractor deems fit. The Contractor shall document all data sources, problems and limitations associated with their plan.

#### 2. Emission Rate Converter

The next level of customization that the Contractor shall address is to develop a software tool which allows the user to create a suite of emission rates tables (EmissionRateByAge, EmissionRate, CumTVVCoeff) that reflect a country's emission standards and phase-in schedules, and guidance on how to apply to tool. This tool shall allow the user to enter standard type (i.e., Euro I, II etc.) and phase-in by vehicle class and model year, and shall output emission rates tables that can be read directly into MOVES as user inputs. If no new data are available from the user, the tool shall allow mapping of existing MOVES rates directly to desired



standards. It shall also allow local emission data and new emission rates to be put into MOVES. The tool should be easy and flexible to allow the range of common emission standards (Euro, Asia, U.S. etc.) and implementation dates to be modeled. In combination with the Custom Domain inputs the resulting model would be highly customized but would still reflect the driving patterns, vehicles classes and road types already in MOVES2010. The tool also needs to be flexible enough to account for potential changes in vehicle classes that would be possible under subtask (3). The software associated with this sub-task shall be written as a MySQL script which takes input data and puts it into the required MOVES tables.

### 3. Possible Additional Changes

The Contractor shall develop general guidance addressing the potential for a final level of complete customization, where alternate MySQL database could be developed to add vehicle classes (e.g., taxis, BRTs and other source types), road types, or driving patterns very specific to a particular country. The resulting model could reflect the local situation to a very large degree, but would likely require an extensive research program to generate the data needed for these fundamental changes; the emission rate tool under subtask (2) would also need to accommodate potential changes to these areas. The guidance should also address other high level customization changes, include changing the GUI language from English to the local language, changing the engineering units or changing the geographical units (if the "Custom Domain" is not used).

### Task 4: Testing the New MOVES International Model Framework

The purpose of this sub-task is to test the new MOVES International Model Framework. The Contractor shall select a particular locality/country they wish to model in a pilot / initial type program. The Contractor shall develop a custom database for a pilot country using the guidance and tools developed under Tasks (a), (b) and (c). This shall include at minimum (1) local data in the Custom Domain importers, and (2) local emission rates transformed from US rates. The goal of the test is to evaluate the ease of use of the new framework and demonstrate the use of the emission rate converter.

### Task 5: Post-testing Evaluation and Documentation

The Contractor shall describe all work which was done. The Contractor shall document all code and database changes which were made. The Contractor shall document in detail all processes which they develop to transform US specific data into local specific data. The Contractor shall suggest areas of potential future upgrades. The Contractor shall also present a brief review of any problems and limitations encountered during the process. The Contractor shall evaluate the results of the test and present ALL their findings in a final report.

The Contractor shall provide all the code, plans, databases, database scripts, raw data and documentation which were created during this work assignment to the EPA WAM at the end of the period of performance.



#### 4.0 Deliverables

Task 1: A Work Plan which lays out in detail a clear plan for creating the MOVES International Framework model and a clear schedule for all deliverables shall be submitted to EPA in. The Work Plan shall also contain a quality assurance project plan (QAPP) to be submitted within 10 days of WA initiation and approved prior to commencement of the tasks below.

Task 2: Identification of any programming or technical issues relating to the successful completion of this task . The contractor shall report any issues within two weeks of approval of the workplan.

Task 3: A brief written progress report every two weeks shall be provided to the WAM and the contract Project Officer (PO) via email. It is expected that a phone meetings lasting up to two hours will be required on a monthly basis.

Task 4: On a monthly basis, the Contractor shall supply all of the source code to the WAM for testing and review. This includes all intermediate work products and scripts developed by the contractor. These materials shall be accompanied by (1) a brief progress report that describes the progress of the code development, (2) instructions on how to interpret, install and run the new code, and (3) all written technical explanations of the code, database and plan. When this deliverable (task 4) and deliverable for Task 3 coincide, the written portion of deliverable Task 3 may be omitted.

Task 5: Final Deliverable Package SHALL consist of:

- a. A fully documented and bug free Java, MySQL source, object and executable code which implements the initial MOVES International Framework within 2 months of approval of work plan.
- b. A guidance document that instructs the user on how to develop a custom database for their country addressing the approaches developed in task (c) within 2 months of approval of work plan.
- c. All database scripts and other products used for loading new data into the MOVES model within 3 of months of approval of work plan.
- d. The modified MOVES database which implements the MOVES International Framework for the pilot country within 3 months of approval of work plan.
- e. All custom domain inputs, references for such inputs and the associated MOVES input databases for the pilot country within 4 of months of approval of work plan.
- f. All intermediate and final spreadsheets and work products associated with international emission standards and customizing them for the MOVES model within 5 months of approval of work plan.
- g. Full references for all sources of data used in the model.
- h. A draft report which describes the analysis process, the programming process, the limitations of the analysis and the final product and the use of the final product shall be submitted within 5 of months of approval of work plan. The section which describes the use of the product should only address areas which are



different than the default MOVES User Guide. This draft report will be approved by the WAM before a final report is released.

- i. A final report which describes the analysis process, the programming process, the limitations of the analysis and the final product and the use of the final product. The section which describes the use of the product should only address areas which are different than the default MOVES User Guide. The contractor shall deliver the final report two weeks following the receipt of comments from the EPA WAM on the draft report.
- j. A full description of the exact initial MOVES code and database which the contractor started with and all of the code modifications which were done, five months after approval of the work plan.

#### 5.0 Items Provided by EPA

The Contractor may obtain the MOVES related code and MySQL database from the EPA website, <http://www.epa.gov/otaq/models/moves/>. The Contractor shall start with the latest publically available version (i.e., MOVES2010B).

**EPA**United States Environmental Protection Agency  
Washington, DC 20460**Work Assignment**

Work Assignment Number

0-02

☐ Other ☐ Amendment Number:

Contract Number

EP-C-11-046

Contract Period 09/19/2011 To 08/31/2012

Base ☒

Option Period Number

Title of Work Assignment/SF Site Name

SW Conf Support and Outreach

Contractor

EASTERN RESEARCH GROUP, INC.

Specify Section and paragraph of Contract SOW

Section 1, 1a, 1b

Purpose:



Work Assignment



Work Assignment Close-Out



Work Assignment Amendment



Incremental Funding



Work Plan Approval

Period of Performance

From 04/13/2012 To 08/31/2012

Comments:



Superfund

## Accounting and Appropriations Data



Non-Superfund

SFO  
(Max 2)

Note: To report additional accounting and appropriations data use EPA Form 1900-69A.

Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
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## Authorized Work Assignment Ceiling

Contract Period:

09/19/2011 To 08/31/2012

Cost/Fee:

LOE:

This Action:

Total:

## Work Plan / Cost Estimate Approvals

Contractor WP Dated:

Cost/Fee:

LOE:

Cumulative Approved:

Cost/Fee:

LOE:

Work Assignment Manager Name Patrice Thornton

Branch/Mail Code:

Phone Number 734-214-4329

FAX Number:

(Signature)

(Date)

Project Officer Name Joie Middlebrook

Branch/Mail Code:

Phone Number: 734-214-4934

FAX Number:

(Signature)

(Date)

Other Agency Official Name

Branch/Mail Code:

Phone Number:

FAX Number:

(Signature)

(Date)

Contracting Official Name Angela Lower

Branch/Mail Code:

Phone Number: 513-487-2036

FAX Number:

(Signature)

(Date)



**Performance Work Statement**  
**Title: SmartWay Transport Partnership Support**

<b>Contractor:</b> ERG	<b>Contract No.:</b> EP-C-11-046
<b>Work Assignment Number:</b>	0-02
<b>Estimated Level of Effort:</b>	
<b>Period of Performance:</b>	<b>Initiation to August 31, 2012</b>
<b>Work Assignment Manager (WAM):</b>	Patrice Thornton 2000 Traverwood Drive Ann Arbor, MI 48105 <b>Phone:</b> 734/214-4329 <b>Email:</b> Thornton.patrice@epa.gov
<b>Alternate WAM</b>	Mary Walsh Phone: 734-214-4205 <a href="mailto:Walsh.mary@epa.gov">Walsh.mary@epa.gov</a>
<b>Project Officer (PO):</b>	Joie Middlebrook 2000 Traverwood Drive Ann Arbor, MI 48105 <b>Phone:</b> 734-214-4934 <b>Email:</b> <a href="mailto:middlebrook.joie@epa.gov">middlebrook.joie@epa.gov</a>
<b>Contracting Officer (CO):</b>	Angela Lower <b>Phone:</b> 513-487-2036 <b>Email:</b> <a href="mailto:lower.angela@epa.gov">lower.angela@epa.gov</a>

**Background and Purpose:**

**SmartWay**

The SmartWay Transport Partnership is a joint government - industry partnership aimed at reducing emissions and improving fuel efficiency in the freight industry. Companies that reduce their emissions can qualify to use the EPA SmartWay logo, a mark of clean transportation. The program is designed to provide market incentives for companies, both freight carriers and shippers, and the companies that employ them to reduce emissions and fuel usage. Partners are looking throughout their transportation supply chain and are interested in knowing more about their global transportation footprint and ways to reduce it. EPA is working to reduce air pollution by educating industry and the general public about the link between their behaviors, company and institutional policies, and air quality.

The purpose of this PWS is to provide support for voluntary pollution prevention initiatives that will reduce transportation related emissions and greenhouse gases. Therefore, increasing the visibility of SmartWay and its messages is an important goal. Under this work assignment, the Contractor shall develop effective messages and produce highly effective communication materials based on market and industry research. Contractor shall also assist with conferences and event planning and other activities in support of implementation of these market-based efforts.

**Tasks and Deliverables:**

Contractor shall provide all deliverables electronically, initially in draft form as detailed in the Tasks below. All materials must be in line with OPA guidelines and all web content shall comply with section 508 and other Office of Public Affairs (OPA) guidelines.

The WAM will review all deliverables in draft form and provide revisions and/or comments to the Contractor. The Contractor shall prepare the final deliverables incorporating the WAM's comments. Contractor personnel shall at all times identify themselves as Contractor employees and shall not present themselves as EPA employees. Furthermore, they shall not represent the views of the U.S. Government, EPA, or its employees. In addition, the Contractor shall not engage in inherently governmental activities, including but not limited to actual determination of EPA policy and preparation of documents on EPA letterhead.

**Task 1 - Prepare Workplan**

Contractor shall prepare a workplan for the work assignment as specified in the contract. The workplan shall outline, describe and include the technical approach, resources, timeline and due dates for deliverables, a detailed cost estimate by task and a staffing plan. The WAM, the PO and the CO will review the workplan. However, only the CO can approve/disapprove, suggest revisions, or change the workplan. Official revisions will be given to the Contractor by the Contracting Officer. The Contractor shall prepare a revised workplan incorporating the Contracting Officer's comments, if required.

<b>Task 1 Deliverables</b>	<b>Date</b>
Work plan	2 weeks after issuance of WA

**Task 2 – Development of Recruiting and Retention Strategy:**

Using information obtained from industry research which will be provided by EPA, the Contractor shall develop and recommend a recruiting and retention strategy. The recruiting and retention plan shall provide an opportunity to streamline recruiting processes through analysis and planning. A solid recruiting strategy and plan shall include best approaches to work with third party recruiters and stakeholders as well as EPA staff. The strategy shall also include best approaches for retaining current partners. Partner profiles, case study information and anecdotal partner information will be provided by EPA. Once recommendations are provided to EPA and EPA decides upon a comprehensive approach, the Contractor shall provide assistance to EPA staff in



the implementation of the recruiting and retention plan for SmartWay. The Contractor may be asked to do research on shareholder advocacy opportunities and ranking criteria for socially responsible investing and help negotiate Partnership status as criteria for such listings. Per receipt of written technical direction from the WAM, materials and or products such as one page fact sheets or informational brochures shall be created to facilitate the accomplishment of this task. It is estimated that up to 3 requests of this nature will occur during the POP.

<b>Task 2 Deliverables</b>	<b>Date</b>
First draft of retention strategy. Note – retention component shall be developed right away. Recruitment component shall be based on industry research results provided by EPA	3 weeks after approval of work plan
Final retention strategy	1 week after receipt of comments from EPA WAM
Recruitment strategy	3 weeks after receipt of industry research from EPA WAM

### **Task 3 - Development of Marketing Strategy Supporting Recruiting and Retention Plan**

Concurrent with Task 2, the Contractor shall develop and recommend a marketing strategy for the SmartWay Program. The purpose of a comprehensive marketing strategy is to continue building SmartWay brand identity, SmartWay brand loyalty and understanding of the SmartWay Transport Partnership to support Partner recruiting and retention efforts, especially for high-value target audiences. EPA is interested in being presented with several options beyond core strategy recommendations that can be adopted when opportunities arise.

The marketing strategy should provide several recommendations for reaching each of the key audiences (partners and third party recruiters) from low-cost to higher cost options. Once EPA decides upon a comprehensive approach, the Contractor shall provide assistance to EPA staff in implementing the marketing strategy for SmartWay.

Contractor shall develop a marketing strategy that will define most appropriate messages for the various freight carrier, logistics, shipper and third- party recruiting audiences identified as well as the best communication channels for reaching these audiences. The messages should be tailored to the specific industry, describe the partnership, explain business and environmental benefits and should target company decision-makers. EPA has undertaken initial research about decision-makers, and the Contractor shall consult with the EPA WAM prior to undertaking additional research.

The marketing strategy should also recommend the most appropriate form for presenting the messages (e.g. advertising for print, radio, and/or television or other non-traditional communication approach such as social media), as well as the products that will need to be produced to accomplish these efforts.

<b>Task 3 Deliverables</b>	<b>Date</b>
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First draft of marketing strategy	2 weeks after approval of work plan
Final marketing strategy	1 week after receipt of comments from EPA WAM

#### **Task 4 - Development of Outreach Materials Supporting Recruiting and Retention Plan**

Contractor shall incorporate EPA approved messages for the various audiences of the SmartWay Transport Partnership into existing materials and make recommendations for additional materials that should be developed to support these messages. Contractor shall develop marketing and fulfillment materials that support partner recruitment and retention efforts. Materials supporting retention efforts shall also support partner management improvements. Such materials include, but are not limited to: training videos/video tutorials, comprehensive FAQ documents, standard operating procedures targeted toward different partner types, brochures, posters, exhibit booth panels, folders, presentations, information packets, form letters, plaques, annual reports, press kits, sample news stories, trade journal articles, etc. It is anticipated that 5 requests of material development will occur during the POP. All materials must be formatted for printing through the Government Printing Office (GPO) and must be in line with the Office of Public Affairs. All web content shall comply with section 508 and other Office of Public Affairs (OPA) guidelines.

<b>Task 4 Deliverables</b>	<b>Date</b>
Recommendations for materials based upon results of research provided by EPA	Four weeks after acceptance by EPA of agreed-upon messages from the previous task, for each of the identified target audiences
Video tutorial for each partner tool (2-3 video tutorials)	Pending confirmation dates from WAM

#### **Task 5 - Conference Logistics Support**

As directed by the EPA WAM through written technical direction, the Contractor shall make arrangements for displays and presentations at conferences. Meetings may take the form of annual partner meetings, press events, training workshops, regional and annual recognition events, etc. EPA anticipates one to two conferences/meetings over the POP and one to two outside of the POP. For the conferences outside of the POP, work may be incurred in preparation of the conference for this POP. EPA estimates one contractor personnel to attend each conference. In many cases, local or regional entities will be playing an important role in these events, and Contractor shall provide support to them as appropriate. Specific activities include but are not limited to:

- Handle preparations for conferences, including, but not limited to such tasks as arranging for tables, chairs, electricity, etc., for a booth or other display, and for professional



photographer services as needed. Coordination support for conference sessions, such as inviting/notifying speakers named by EPA, reserving session rooms, audio-visual equipment, etc.

- Develop e-mail and hard copy letter follow-ups for each conference
- E-mail and mail hard copy letters to attendee lists (contractor can assume an average of 250 attendees per event with 250 e-mail contacts, 250 mailings)
- Follow-up by phone with high priority leads from each event (assume 50 high priority leads per event)

<b>Task 5 Conferences</b>	<b>Dates</b>
Unknown Conference – looking for input from Task 2. Conference should be one in which the attendees are decision makers from large shipper companies	TBD
ATA Conference - Las Vegas, NV	10/7/12 – 10/9/12
RILA Sustainability Conference – Phoenix, AZ	9/19/12 – 9/21/12

#### **Task 6 - Coordinate and leverage media relations:**

Contractor shall develop a media relations plan that will include ways to assure continuous national, local, and trade press coverage of the SmartWay Transport Partnership efforts.

Plan shall include activities such as media pitching to three to four national business publications setting up three to four editorial board meetings, and identifying relevant journalism/media conferences and annual meetings, etc.

<b>Task 6 Deliverables</b>	<b>Dates</b>
Development of media relations plan	4 weeks after receipt of approval of work plan
Creation of formal media pitch package	2 weeks after completion of proceeding step
Media outreach to 3 to 4 business publications	2 weeks after completion of proceeding step
Schedule of editorial board meetings	2 weeks after completion of proceeding step

#### **Task 7 - SmartWay Public Service Announcement Development, Production, Distribution and Tracking**

SmartWay has an existing advertising campaign targeted toward the freight industry entitled “Product on Wheels”. In order to ensure that the campaign messaging is relevant to the target audience, the messages need to be refreshed and updated to reflect a global transportation supply chain focus. Messages need to convey the benefits of SmartWay to businesses. Contractor shall undertake the following:

- PSA creative production
- Media kits and packaging
- Media outreach
- National PSA implementation/distribution
- Media tracking
- General maintenance of campaign materials

<b>Task 7 Deliverables</b>	<b>Dates</b>
Draft design of Shipper Ad reflecting a global transportation supply chain focus. Contractor shall create new text and new graphic, using the Campaign on Wheels design.	4 weeks after completion of Task 3
Final design of Shipper Ad	1 week after receipt of comments by EPA WAM
Media Outreach with at least four industry trade publications for PSA placement	4 weeks after completion of previous step
Media Tracking	TBD – will commence if trade pubs and business pubs agree to place the ad



**EPA**United States Environmental Protection Agency  
Washington, DC 20460**Work Assignment**

Work Assignment Number

0-02

☐ Other ☒ Amendment Number:

000001

Contract Number

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Contract Period 09/19/2011 To 08/31/2012

Base ☒ Option Period Number

Title of Work Assignment/SF Site Name

Contractor

EASTERN RESEARCH GROUP, INC.

Specify Section and paragraph of Contract SOW

Purpose:

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Work Assignment

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Work Assignment Close-Out

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Work Assignment Amendment

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Incremental Funding

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Work Plan Approval

Period of Performance

From 04/13/2012 To 08/31/2012

Comments:

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Superfund

## Accounting and Appropriations Data

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(Max 2)☐

Note: To report additional accounting and appropriations data use EPA Form 1900-69A.

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Contract Period:

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Contractor WP Dated:

Cost/Fee:

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Work Assignment Manager Name Patrice Thornton

Branch/Mail Code:

Phone Number 734-214-4329

FAX Number:

(Signature)

(Date)

Project Officer Name Joie Middlebrook

Branch/Mail Code:

Phone Number: 734-214-4934

FAX Number:

(Signature)

(Date)

Other Agency Official Name

Branch/Mail Code:

Phone Number:

FAX Number:

(Signature)

(Date)

Contracting Official Name Angela Lower

Branch/Mail Code:

Phone Number: 513-487-2036

FAX Number:

(Signature)

(Date)

**Performance Work Statement**  
**Title: SmartWay Transport Partnership Support**

<b>Contractor:</b> ERG	<b>Contract No.:</b> EP-C-11-046
<b>Work Assignment Number:</b>	<b>0-02, Amendment 1</b>
<b>Estimated Level of Effort:</b>	
<b>Period of Performance:</b>	<b>Initiation to August 31, 2012</b>
<b>Work Assignment Manager (WAM):</b>	Patrice Thornton 2000 Traverwood Drive Ann Arbor, MI 48105 <b>Phone:</b> 734/214-4329 <b>Email:</b> Thornton.patrice@epa.gov
<b>Alternate WAM</b>	Mary Walsh Phone: 734-214-4205 <a href="mailto:Walsh.mary@epa.gov">Walsh.mary@epa.gov</a>
<b>Project Officer (PO):</b>	Joie Middlebrook 2000 Traverwood Drive Ann Arbor, MI 48105 <b>Phone:</b> 734-214-4934 <b>Email:</b> <a href="mailto:middlebrook.joie@epa.gov">middlebrook.joie@epa.gov</a>
<b>Contracting Officer (CO):</b>	Angela Lower <b>Phone:</b> 513-487-2036 <b>Email:</b> lower.angela@epa.gov

**Background and Purpose:**

**SmartWay**

The SmartWay Transport Partnership is a joint government - industry partnership aimed at reducing emissions and improving fuel efficiency in the freight industry. Companies that reduce their emissions can qualify to use the EPA SmartWay logo, a mark of clean transportation. The program is designed to provide market incentives for companies, both freight carriers and shippers, and the companies that employ them to reduce emissions and fuel usage. Partners are looking throughout their transportation supply chain and are interested in knowing more about their global transportation footprint and ways to reduce it. EPA is working to reduce air pollution by educating industry and the general public about the link between their behaviors, company and institutional policies, and air quality.

The purpose of this PWS is to encourage more companies to join the SmartWay Partnership and retain existing Partners. Therefore, increasing the visibility of SmartWay and its messages is an important goal. Under this work assignment, the Contractor shall develop effective marketing



messages and produce highly effective communication materials, based on market and industry research, that will recruit and retain more Partners to the SmartWay program.. Contractor shall also assist with conference and event planning and other activities in support of these market-based efforts.

**Tasks and Deliverables:**

Contractor shall provide all deliverables electronically, initially in draft form as detailed in the Tasks below. All materials must be in line with OPA guidelines and all web content shall comply with section 508 and other Office of Public Affairs (OPA) guidelines. The WAM will review all deliverables in draft form and provide revisions and/or comments to the Contractor. The Contractor shall prepare the final deliverables incorporating the WAM's comments.

Contractor personnel shall at all times identify themselves as Contractor employees and shall not present themselves as EPA employees. Furthermore, they shall not represent the views of the U.S. Government, EPA, or its employees. In addition, the Contractor shall not engage in inherently governmental activities, including but not limited to actual determination of EPA policy and preparation of documents on EPA letterhead.

**Task 1 - Prepare Workplan**

Contractor shall prepare a workplan for the work assignment as specified in the contract. The workplan shall outline, describe and include the technical approach, resources, timeline and due dates for deliverables, a detailed cost estimate by task and a staffing plan. The WAM, the PO and the CO will review the workplan. However, only the CO can approve/disapprove, suggest revisions, or change the workplan. Official revisions will be given to the Contractor by the Contracting Officer. The Contractor shall prepare a revised workplan incorporating the Contracting Officer's comments, if required.

<b>Task 1 Deliverables</b>	<b>Date</b>
Work plan	2 weeks after issuance of WA

**Task 2 – Development of Retention Strategy:**

Using anecdotal information provided by EPA, the Contractor shall develop and recommend a retention strategy. The retention plan shall include ways for SmartWay to articulate the value we bring to shippers, carriers and logistics companies. Retention strategy shall also include lessons learned from similar voluntary partnership programs.

Once recommendations are provided to EPA and EPA decides upon a comprehensive approach, the Contractor shall assist EPA staff in implementing the retention plan for SmartWay. Optionally, the Contractor shall be asked to perform research on shareholder advocacy opportunities and ranking criteria for socially responsible investing and help negotiate Partnership status as criteria for such listings. EPA will provide at least two leads to the Contractor. The workplan cost proposal should break out the costs associated with this option.

<b>Task 2 Deliverables</b>	<b>Date</b>
First draft of retention strategy.	3 weeks after approval of work plan



Final retention strategy	1 week after receipt of comments from EPA WAM

### **Task 3 - Development of Marketing Strategy Supporting Recruiting and Retention Plan**

Concurrent with Task 2, the Contractor shall develop and recommend a marketing strategy for the SmartWay Program. The purpose of this marketing strategy is to continue building SmartWay brand identity, SmartWay brand loyalty and understanding of the SmartWay Transport Partnership to support Partner recruiting and retention efforts, especially for high-value target audiences. EPA is interested in being presented with two options beyond core strategy recommendations that can be adopted when opportunities arise.

The marketing strategy should provide several recommendations for reaching each of the key audiences (partners and third party recruiters) from low-cost to higher cost options. Information on the key audiences will be obtained from work performed under WA0-06, sub task 2. Once EPA decides upon a comprehensive approach, the Contractor shall assist EPA in implementing the marketing strategy for SmartWay.

Contractor shall develop a marketing strategy that will define most appropriate messages for the various freight carrier, logistics, shipper and third- party recruiting audiences identified based on their target commodity group, as well as the best communication channels for reaching these audiences. Commodity groups include retail, food/beverage, manufacturing, pharmaceutical. The messages should be tailored to the specific industry, describe the partnership, explain business and environmental benefits and should target company decision-makers. Messages shall also focus on issues related to the economy, energy security, and high cost of fuel. EPA has undertaken initial research about decision-makers, and the Contractor shall not undertake additional research without consultation and written approval of the WAM.

The marketing strategy should also recommend the most appropriate form for presenting the messages (e.g. advertising for print, radio, and/or television or other non-traditional communication approach such as social media), as well as the products that will need to be produced to accomplish these efforts.

<b>Task 3 Deliverables</b>	<b>Date</b>
First draft of marketing strategy	2 weeks after approval of work plan
Final marketing strategy	1 week after receipt of comments from EPA WAM

### **Task 4 - Development of Outreach Materials Supporting Recruiting and Retention Plan**

Contractor shall incorporate EPA approved messages into existing materials and make recommendations for additional materials that should be developed to support these messages. Contractor shall develop marketing materials that support partner recruitment and retention efforts. Materials supporting retention efforts shall also support partner management improvements. Such materials include, but are not limited to: FAQ documents, standard operating



procedures targeted toward different partner types, presentations, information packets, annual reports, sample news stories, trade journal articles, etc. It is anticipated that 5 requests of material development will occur during the POP. All materials must be formatted for printing through the Government Printing Office (GPO) and must be in line with the Office of Public Affairs standards.

All web content shall comply with section 508 and other Office of Public Affairs (OPA) guidelines.

<b>Task 4 Deliverables</b>	<b>Date</b>
Recommendations for materials based upon results of research provided by EPA	Four weeks after acceptance by EPA of agreed-upon messages from the previous task, for each of the identified target audiences
Shipper Recruiting tool kit that would include business case, examples of how other shippers are benefiting from SmartWay	8 weeks after acceptance by EPA of agreed-upon messages from the previous task, for each of the identified target audiences
SOPs for partners	8 weeks after acceptance by EPA of agreed-upon messages from the previous task, for each of the identified target audiences

#### **Task 5 – Conference Logistics Support**

As directed by the EPA WAM through written technical direction, the Contractor shall make arrangements for displays and presentations at conferences. Meetings may take the form of annual partner meetings, press events, training workshops, regional and annual recognition events, etc. EPA anticipates one to two conferences outside of the current Period of Performance (POP) for which work may be incurred preparing for the conferences during the next POP. In many cases, local or regional entities will be playing an important role in these events, and Contractor shall provide support to them as appropriate. Specific activities include but are not limited to:

- Handle preparations for conferences, including, but not limited to such tasks as arranging for tables, chairs, electricity, etc., for a booth or other display, and for professional photographer services as needed. Coordination support for conference sessions, such as inviting/notifying speakers named by EPA, reserving session rooms, audio-visual equipment, etc.
- Enforcement screenings on approximately 40 partners will be needed if event is a recognition event.

<b>Task 5 Conferences</b>	<b>Dates</b>
ATA Conference - Las Vegas, NV	10/7/12 – 10/9/12
RILA Sustainability Conference – Phoenix, AZ	9/19/12 – 9/21/12

#### **Task 6 - Coordinate and leverage media relations:**

Contractor shall develop a media relations plan that will include ways to assure continuous national, local, and trade press coverage of the SmartWay Transport Partnership efforts.

Plan shall include activities such as pro bono media pitching to three to four national business publications, setting up three to four editorial board meetings, and identifying relevant journalism/media conferences and annual meetings, etc.

<b>Task 6 Deliverables</b>	<b>Dates</b>
Development of media relations plan	4 weeks after receipt of approval of work plan
Creation of formal media pitch package	2 weeks after completion of proceeding step
Media outreach to 3 to 4 business publications	2 weeks after completion of proceeding step
Schedule of editorial board meetings	2 weeks after completion of proceeding step

#### **Task 7 - SmartWay Public Service Announcement Development, Production, Distribution and Tracking**

SmartWay has an existing advertising campaign targeted toward the freight industry entitled "Product on Wheels". In order to ensure that the campaign messaging is relevant to the target audience, the messages need to be refreshed and updated to reflect a global transportation supply chain focus. Messages need to convey the benefits of SmartWay to businesses. Energy security, and the economy shall be themes throughout the messaging. Contractor shall undertake the following:

- PSA creative production
- Media kits and packaging
- Media outreach
- General maintenance of campaign materials

<b>Task 7 Deliverables</b>	<b>Dates</b>
Draft design of Shipper Ad reflecting a global transportation supply chain focus. Contractor shall create new text and new graphic, using the Campaign on Wheels design.	4 weeks after completion of Task 3
Final design of Shipper Ad	1 week after receipt of comments by EPA WAM
Media Outreach with at least four industry trade publications for PSA placement	4 weeks after completion of previous step



**EPA**United States Environmental Protection Agency  
Washington, DC 20460**Work Assignment**

Work Assignment Number

0-04

☐

Other

☐

Amendment Number:

Contract Number

EP-C-11-046

Contract Period 09/19/2011 To 08/31/2012

Base ☒

Option Period Number

Title of Work Assignment/SF Site Name

Contractor

EASTERN RESEARCH GROUP, INC.

Specify Section and paragraph of Contract SOW

Purpose:

☒

Work Assignment

☐

Work Assignment Close-Out

☐

Work Assignment Amendment

☐

Incremental Funding

☐

Work Plan Approval

Period of Performance

From 11/01/2011 To 08/31/2012

Comments:

☐

Superfund

## Accounting and Appropriations Data

☒

Non-Superfund

SFO  
(Max 2)☐

Note: To report additional accounting and appropriations data use EPA Form 1900-69A.

Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										

## Authorized Work Assignment Ceiling

Contract Period:

09/19/2011 To 08/31/2012

Cost/Fee:

LOE:

This Action:

Total:

## Work Plan / Cost Estimate Approvals

Contractor WP Dated:

Cost/Fee:

LOE:

Cumulative Approved:

Cost/Fee:

LOE:

Work Assignment Manager Name Matthew Payne

Branch/Mail Code:

Phone Number 734-214-4576

FAX Number: 734-214-4906

(Signature)

(Date)

Project Officer Name Joie Middlebrook

Branch/Mail Code:

Phone Number: 734-214-4934

FAX Number:

(Signature)

(Date)

Other Agency Official Name

Branch/Mail Code:

Phone Number:

FAX Number:

(Signature)

(Date)

Contracting Official Name Sandra Savage

Branch/Mail Code:

Phone Number: 513-487-2046

FAX Number:

(Signature)

(Date)

## PERFORMANCE WORK STATEMENT

**Title:** EPA Environmental Supply Chain  
SmartWay 2.0 Optimization

**Contractor:** Eastern Research Group

**Contract Number:** EP-C-11-046 WA 0-04

**Work Assignment Manager:  
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**Alternate WAM** Kathleen Martz  
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**Contracting Officer (CO):** Angela Lower  
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**Period of Performance:** date of Issue to August 31, 2012



## **PURPOSE AND OVERVIEW**

The purpose of this work assignment is to **optimize** the SmartWay 2.0 multimodal supply chain system (developed in work assignments 1-04, 2-04, 3-04, and 4-04, under EP-C-07-078) that will provide a standardized method for transportation providers, and companies that employ transportation providers (shippers), to calculate their CO2 transportation footprint, fuel consumption, and emissions of traditional air pollutants including particulate matter (PM 2.5), and nitrogen oxides (NOx). This information will be used to calculate a SmartWay environmental score for transportation providers and shippers. The SmartWay score is a measure of environmental performance developed by the SmartWay program.

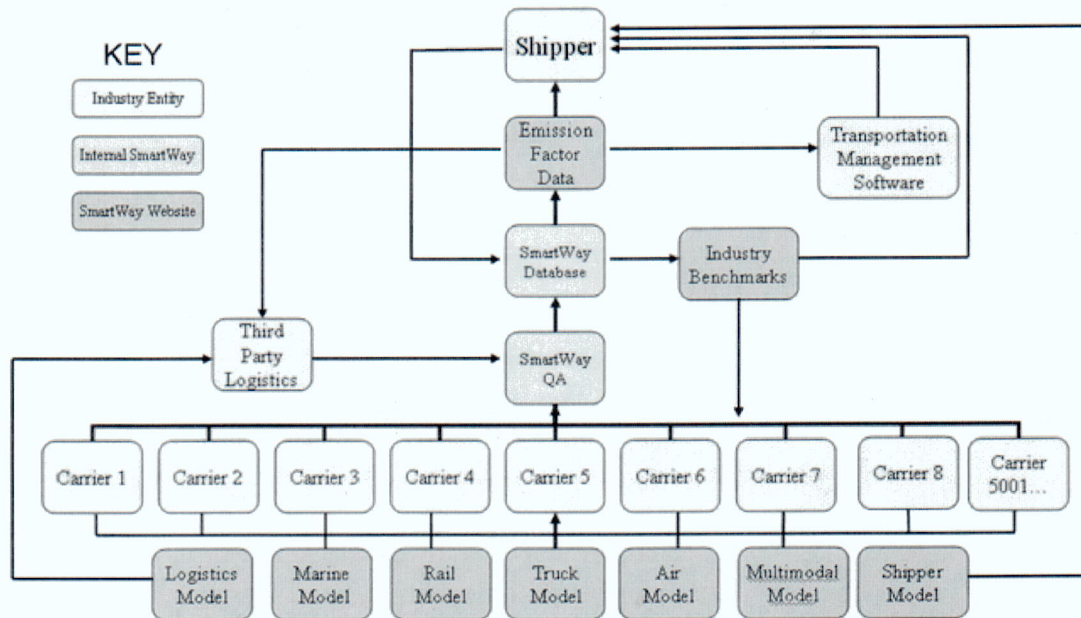
## **SUMMARY**

The system consists of:

- 1.) Carrier tools that will collect information from carriers sufficient to provide the needed inputs to the database. These models must be simple to use, easy to understand, intuitive, have all computational background hidden from the user, and be easily uploadable to the database in a "one click" operation. It is envisioned there will be seven carriers models (listed in the schematic below)
- 2.) An Oracle based SmartWay database system that will store all information collected from all SmartWay tools, perform necessary calculations to determine program benefits, results, benchmarking, carrier ranking, and other calculations necessary for the SmartWay program to function. Additionally this database will serve as a Customer Relations Management tool allowing SmartWay Partner Account Managers the ability to manage their partners, retrieve and report on data, perform analysis of data, and CRM system that EPA uses to manage and manipulate data that is sent to the database.
- 3.) A shipper tool, that will pull data from an online database and manipulate this data to produce emissions inventories and weighted g/mile outputs per mode, and per all modes. The shipper model shall be constructed such that additional metrics such as g/avg payload ton miles, etc can be easily incorporated into the existing model structure.
4. A publicly accessible file with an accompanying public database that will hold select information from the SmartWay database. This information must be accessible by shippers, as well as third party users such as logistical software companies, governments, researchers and consultants. Information must be easily uploadable to this database, so that the information in the database reflects the state of SmartWay within one day, at any given time.

## Supply Chain System Architecture

# SmartWay 2.0





## **TASK 1**

### **Develop Workplan**

Contractor Work Plan: The contractor shall submit a work plan identifying how the contractor plans to accomplish the tasks, by task and subtask and a cost estimate. The contractor shall identify available information and/or contact resources: contractual, industry, and academic. The workplan should include a QAPP.

## **TASK 2 Technical Research**

The contractor shall research, analyze, and/or develop data to support refinement of all components of the supply chain model. Research methods may include literature searches, determining appropriate data sources, compilation of data, analyzing data for accuracy and appropriateness, determination and analyzing emission factors, and others as identified by the WAM through written technical direction. Any research shall be thoroughly documented and summarized in a format as specified by the WAM.

It is anticipated that there will be 5 minor and 3 major technical research projects that fall outside the scope of tasks 4 and 5, tool development. Technical research under task 2 is expected to consist of larger macro-level research projects such as developing new data sources for tool information, large-scale restructuring or generic tool enhancements, etc.

## **TASK 3 Educational Support**

The contractor shall support SmartWay efforts to educate the public, both domestic and international, about SmartWay, the SmartWay 2.0 system, and individual tools. These educational efforts may include:

- A.) Public speaking engagements
- B.) Developing educational materials
- C.) Training sessions
- D.) Individual user support
- E.) Developing journal and paper articles
- F.) Identification of educational opportunities
- G.) Event and workshop support

After receipt of written technical direction from the WAM, the contractor shall provide speakers for SmartWay speaking engagements. It is anticipated there will be 5 requests for speakers this year.

After receipt of written technical direction from the WAM, the contractor shall prepare educational materials highlighting SmartWay. It is anticipated that approximately 50 pages of textual support materials shall be generated.

The contractor shall train SmartWay staff on the use of the SmartWay database. This training is expected to be four travel days (4 days in total).

The contractor may be asked after receipt of written technical from the WAM to contact partners directly to provide spot-help on tool and/or program questions. It is anticipated that there will be requests for 25 such specific assistance during the POP.

After receipt of written technical direction of the WAM, the contractor shall assist SmartWay in the drafting of scholarly articles for educating the public about SmartWay. It is anticipated that there will be three such articles during POP.

The contractor shall inform SmartWay staff about promotional opportunities that the contractor discovers in their normal course of business working on SmartWay. At the direction of the WAM, through written technical direction, the contractor shall follow up on these leads and gather additional information about these leads. The contractor shall assume four new leads during the POP.

The contractor shall provide logistics and conference support for SmartWay conferences during the POP. The contractor shall assume support for three minor conferences during the POP.

#### **TASK 4 SmartWay Carrier Tool Optimization**

The contractor shall optimize, using materials, examples, mock-ups, and/or direction from the WAM, all SmartWay 2.0 tools and all model technical user manuals, and model user guides. This will include programming changes, added functionality, additional display and analysis capability, better user interfaces, possible web based functionality, and/or other optimizations. All changes shall be thoroughly documented in both the model technical manual and user guides.

Truck Tool: Further optimization of the truck tool shall be done after receipt of written technical direction of the WAM. Optimization is expected to center around ease-of-use issues, textual clarifications, minor structural changes and an annual update for MOVES factors. Changes to the tool shall be tracked and catalogued in the Truck tool update file. It is anticipated that there will be 75 minor and 25 medium level tool changes for the 2011 Truck tool. All changes will be properly updated in the user guide and technical documentation.

Logistics Tool: Further optimization of the logistics tool shall be done after receipt of written technical direction from the WAM. Optimization is expected to center around ease-of-use issues, textual clarifications, minor structural changes and enhancing speed functionality. Changes to the tool shall be tracked and catalogued in the Logistics tool update file. It is anticipated that there will be 25 minor and 10 medium level tool changes for the 2011 Truck tool. All changes will be properly updated in the user guide and technical documentation.



Multi-modal Tool: Further optimization of the multi-modal tool shall be done after receipt of written technical direction from the WAM. Optimization is expected to center around ease-of-use issues, textual clarifications, minor structural changes. Changes to the tool shall be tracked and catalogued in the Multi-modal tool update file. It is anticipated that there will be 25 minor and 25 medium level tool changes for the 2011 Multi-modal tool. All changes will be properly updated in the user guide and technical documentation.

Rail Tool: Further optimization of the rail tool shall be done after receipt of written technical direction from the WAM. Once these basic changes are completed, it is anticipated that there will be optimization changes that follow. These optimizations will likely center around ease-of-use issues, textual clarifications, minor structural changes. Changes to the tool shall be tracked and catalogued in the Rail tool update file. It is anticipated that there will be 25 minor and 10 medium level tool changes for the 2011 Rail tool. All changes will be properly updated in the user guide and technical documentation.

Air Tool: It is not anticipated that the Air tool will be released during this POP. However research and programming may be conducted related to it. The contractor shall after receipt of written technical direction from the WAM provide programming services. The scope of these services is unknown at this stage, but will be supplied as additional written technical direction from the WAM. All changes will be properly updated in the user guide and technical documentation.

Marine Tool: It is not anticipated that the Marine tool will be released during this POP. However research and programming may be conducted. The contractor shall after receipt of written technical direction from the WAM provide programming services. The scope of these services is unknown at this stage, but will be supplied as additional written technical direction from the WAM. All changes will be properly updated in the user guide and technical documentation.

#### **TASK 5: SmartWay Shipper Tool Optimization**

The contractor shall optimize, using materials, examples, mock-ups, and/or written technical direction from the WAM, all SmartWay 2.0 tools and all model technical user manuals, and model user guides. This will include programming changes, added functionality, additional display and analysis capability, better user interfaces, possible web based functionality, and/or other optimizations. All changes shall be thoroughly documented in both the model technical manual and user guides.

Shipper Tool: Further optimization of the shipper tool shall be after receipt of written technical direction from the WAM. Optimization is expected to center around ease-of-use issues, textual clarifications, minor structural changes, enhancing speed functionality, and expanding the functionality of the shipper strategy and modal shift tabs. Changes to the tool shall be tracked and catalogued in the Shipper tool update file. It is anticipated



that there will be 25 minor, 25 medium level and 10 high level tool changes for the 2011 Truck tool. All changes will be properly updated in the user guide and technical documentation.

#### **TASK 6 Database Development, Optimization and Transfer to EPA Server**

The contractor shall optimize the SmartWay database and interactive processes between the SmartWay models, the SmartWay database, and the SmartWay website. The contractor shall provide secure backup copies of all data to EPA on a weekly basis and shall properly document, and record all changes made to the database such that the database optimization and /or management is able to be assumed by another party instantaneously. Proper documentation regarding database architecture shall be maintained at all times. Backups of all data shall be performed at weekly intervals and transmitted to EPA. The database shall, at the written technical direction of the WAM, be transferred to EPA following all EPA rules and procedures. Contractor staff shall assist EPA staff in database transfer and continue support as requested after transfer.

#### **TASK 7 International Replication**

The contractor shall assist SmartWay to propagate the SmartWay 2.0 system internationally. Work under this task could involve coordination with foreign trade groups, environmental organizations, companies, entities, and/or governments. SmartWay assumes a minimal level of support on this task initially.

#### **TASK 8 SmartWay Users Group**

After receipt of written technical direction from the WAM, the contractor shall assist SmartWay to develop and establish a SmartWay industry users group. This group shall function as a private industry group for the purpose of educating members about the SmartWay program. SmartWay assumes a minimal level of support on this task initially.

#### **TASK 9 Data Verification**

After receipt of written technical direction from the WAM, the contractor shall assist SmartWay to develop a SmartWay data verification system. The purpose of this system will be to verify that the data submitted to SmartWay is accurate, representative, and is truthful. The contractor shall explore, research, develop concepts and support structures to enable a data verification program. This system may be contained wholly or in part within the SmartWay program, or may exist outside of the SmartWay program in the form of third party verification. The contractor shall investigate opportunities to establish cooperative processes with other Federal agencies and/or departments, private industry certifications such as ISO standard certification, and/or other forms of data verification. SmartWay assumes a minimal level of support on this task initially.



## Deliverables

Task #	Task Designation	Deliverables	Deliverable Date
1	Workplan	Detailed workplan addressing all aspects of the PWS	Per Contract Requirements
2	Technical Research	Documented research, due as assigned by the WAM.	8/2012 A typical turn around would be no later than 1 week from initial assignment of work.
3	Educational Support	Properly executed educational support. Materials due as assigned by the WAM.	8/2012 A typical turn around would be no later than 1 week from initial assignment of work.
4	Model Optimization-Carriers	Fully functioning optimized carrier models, documentation, user guides 3 days of site visits to Ann Arbor	2011 Tool by 12/31/11 2012 Tool 8/2012
5	Model Optimization-Shipper	Fully functioning optimized shipper/logistics models, documentation, user guides	2011 Tool by 12/31/11 2012 Tool 8/2012
6	Database Development and Optimization	Fully functional optimized database and model-database-website communication system, weekly secure data backup, 3 days of site visits to Ann Arbor	2011 Truck Tool changes 12/31/11 2011 Logistics/shipper/multimodel changes 12/31/11 2012 Truck Tool changes 8/2012 2012 Logistics/shipper/multimodel changes 8/2012

7	International Replication	Scoping document	<b>By 8/2012</b>
8	SmartWay Users Group	Established SmartWay User Group consisting of 15 to 20 companies and/or organizations	<b>By 8/2012</b>
9	Data Verification	Data verification system	<b>By 8/2012</b>



<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 0-04	
		<input type="checkbox"/> Other <input checked="" type="checkbox"/> Amendment Number: 000001	
Contract Number EP-C-11-046	Contract Period   09/19/2011   To   08/31/2012 Base <input checked="" type="checkbox"/> Option Period Number	Title of Work Assignment/SF Site Name SmartWay Supply Chain Amend 1	
Contractor EASTERN RESEARCH GROUP, INC.		Specify Section and paragraph of Contract SOW 2, 3, 1A	
Purpose: <input type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input checked="" type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Period of Performance  From 11/01/2011 To 08/31/2012	
Comments: ERG C-11-046 SmartWay Supply Chain Amendment 1 PWS Amended to add hours under existing tasks			
<input type="checkbox"/> Superfund		<b>Accounting and Appropriations Data</b>	
		<input checked="" type="checkbox"/> Non-Superfund	
Note: To report additional accounting and appropriations data use EPA Form 1900-69A.			
SFO (Max 2) <input type="checkbox"/>			
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)
		Budget Org/Code (Max 7)	Program Element (Max 9)
		Object Class (Max 4)	Amount (Dollars)
			(Cents)
			Site/Project (Max 8)
			Cost Org/Code (Max 7)
1			
2			
3			
4			
5			
Authorized Work Assignment Ceiling			
Contract Period: 09/19/2011 To 08/31/2012		Cost/Fee:                      LOE:	
This Action:			
Total:			
Work Plan / Cost Estimate Approvals			
Contractor WP Dated:		Cost/Fee:                      LOE:	
Cumulative Approved:		Cost/Fee:                      LOE:	
Work Assignment Manager Name   Matthew Payne		Branch/Mail Code:	
_____ (Signature)                      _____ (Date)		Phone Number   734-214-4576	
		FAX Number: 734-214-4906	
Project Officer Name   Joie Middlebrook		Branch/Mail Code:	
_____ (Signature)                      _____ (Date)		Phone Number: 734-214-4934	
		FAX Number:	
Other Agency Official Name		Branch/Mail Code:	
_____ (Signature)                      _____ (Date)		Phone Number:	
		FAX Number:	
Contracting Official Name   Sandra Savage		Branch/Mail Code:	
_____ (Signature)                      _____ (Date)		Phone Number: 513-487-2046	
		FAX Number:	

## PERFORMANCE WORK STATEMENT

**Title:** EPA Environmental Supply Chain  
SmartWay 2.0 Optimization Amendment 1

**Contractor:** Eastern Research Group

**Contract Number:** EP-C-11-046 WA 0-04

**Work Assignment Manager:  
(WAM)** Matthew Payne  
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**Alternate WAM** Kathleen Martz  
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**Project Officer (PO):** Joie Middlebrook  
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**Contracting Officer (CO):** Angela Lower  
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**Period of Performance:** date of Issue to August 31, 2012

### **PURPOSE of this Amendment:**

The purpose of this work assignment amendment is to add additional hours in performance of the tasks of the original work assignment. All other terms and conditions remain the same.



<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 0-04	
		<input type="checkbox"/> Other <input checked="" type="checkbox"/> Amendment Number: 000002	
Contract Number EP-C-11-046	Contract Period   09/19/2011   To   08/31/2012 Base <input checked="" type="checkbox"/> Option Period Number	Title of Work Assignment/SF Site Name 0-04 SmartWay Supply Chain Opt	
Contractor EASTERN RESEARCH GROUP, INC.		Specify Section and paragraph of Contract SOW	
Purpose: <input type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input checked="" type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Period of Performance From 11/01/2011 To 08/31/2012	
Comments:			
<input type="checkbox"/> Superfund		Accounting and Appropriations Data	
		<input checked="" type="checkbox"/> Non-Superfund	
Note: To report additional accounting and appropriations data use EPA Form 1900-69A.			
SFO (Max 2) <input type="checkbox"/>			
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)
			Budget Org/Code (Max 7)
			Program Element (Max 9)
			Object Class (Max 4)
			Amount (Dollars)
			(Cents)
			Site/Project (Max 8)
			Cost Org/Code (Max 7)
1			
2			
3			
4			
5			
Authorized Work Assignment Ceiling			
Contract Period: 09/19/2011 To 08/31/2012		Cost/Fee:                      LOE:	
This Action:			
Total:			
Work Plan / Cost Estimate Approvals			
Contractor WP Dated:		Cost/Fee:                      LOE:	
Cumulative Approved:		Cost/Fee:                      LOE:	
Work Assignment Manager Name   Matthew Payne		Branch/Mail Code:	
_____ (Signature) _____ (Date)		Phone Number   734-214-4576	
		FAX Number: 734-214-4906	
Project Officer Name   Joie Middlebrook		Branch/Mail Code:	
_____ (Signature) _____ (Date)		Phone Number: 734-214-4934	
		FAX Number:	
Other Agency Official Name		Branch/Mail Code:	
_____ (Signature) _____ (Date)		Phone Number:	
		FAX Number:	
Contracting Official Name   Angela Lower		Branch/Mail Code:	
_____ (Signature) _____ (Date)		Phone Number: 513-487-2036	
		FAX Number:	

## PERFORMANCE WORK STATEMENT

**Title:** EPA Environmental Supply Chain  
SmartWay 2.0 Optimization Amendment 1

**Contractor:** Eastern Research Group

**Contract Number:** EP-C-11-046 WA 0-04

**Work Assignment Manager:  
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**Project Officer (PO):** Joie Middlebrook  
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**Contracting Officer (CO):** Angela Lower  
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Email: [lower.angela@epa.gov](mailto:lower.angela@epa.gov)

**Period of Performance:** date of Issue to August 31, 2012



**PURPOSE OF THE AMENDMENT:** The purpose of this work assignment amendment is to add additional hours in performance of the tasks of the original work assignment and increase the scope of some tasks as identified below.

**SUMMARY (Unchanged)**

**TASK 1 Develop Workplan (Unchanged)**

**TASK 2 Technical Research (Revised, see bolded text)**

The contractor shall research, analyze, and/or develop data to support refinement of all components of the supply chain model. Research methods may include literature searches, determining appropriate data sources, compilation of data, analyzing data for accuracy and appropriateness, determination and analyzing emission factors, and others as identified by the WAM through written technical direction. Any research shall be thoroughly documented and summarized in a format as specified by the WAM.

It is anticipated that there will be **25** minor and **10** major technical research projects that fall outside the scope of tasks 4 and 5, tool development. Technical research under task 2 is expected to consist of larger macro-level research projects such as developing new data sources for tool information, large-scale restructuring or generic tool enhancements, etc.

**TASK 3 Educational Support (Revised, see bolded text)**

The contractor shall support SmartWay efforts to educate the public, both domestic and international, about SmartWay, the SmartWay 2.0 system, and individual tools. These educational efforts may include:

- A.) Public speaking engagements
- B.) Developing educational materials
- C.) Training sessions
- D.) Individual user support
- E.) Developing journal and paper articles
- F.) Identification of educational opportunities
- G.) Event and workshop support

After receipt of written technical direction from the WAM, the contractor shall prepare educational materials highlighting SmartWay. It is anticipated that approximately 150 pages of textual support materials shall be generated.

The contractor shall train SmartWay staff on the use of the SmartWay database. This training is expected to be four travel person days (4 days in total).

The contractor may be asked after receipt of written technical from the WAM to contact partners directly to provide spot-help on tool and/or program questions. It is anticipated that there will be requests for **200** such specific assistance during the POP.



After receipt of written technical direction of the WAM, the contractor shall assist SmartWay in the drafting of scholarly articles for educating the public about SmartWay. It is anticipated that there will be three such articles during POP.

The contractor shall inform SmartWay staff about promotional opportunities that the contractor discovers in their normal course of business working on SmartWay. At the direction of the WAM, through written technical direction, the contractor shall follow up on these leads and gather additional information about these leads. The contractor shall assume four new leads during the POP.

The contractor shall provide logistics and conference support for SmartWay conferences during the POP. The contractor shall assume support for three minor conferences during the POP.

#### **TASK 4 SmartWay Carrier Tool Optimization (Revised Scope Multi-Modal Tool only)**

Multi-modal Tool: Further optimization of the multi-modal tool shall be done after receipt of written technical direction from the WAM. Optimization is expected to center around ease-of-use issues, textual clarifications, minor structural changes. Changes to the tool shall be tracked and catalogued in the Multi-modal tool update file. It is anticipated that there will be 50 minor and 50 medium level tool changes for the 2011 Multi-modal tool. All changes will be properly updated in the user guide and technical documentation.

#### **TASK 5: SmartWay Shipper Tool Optimization (Unchanged)**

#### **TASK 6 Database Development, Optimization and Transfer to EPA Server (Revised, see bolded text)**

The contractor shall optimize the SmartWay database and interactive processes between the SmartWay models, the SmartWay database, and the SmartWay website. The contractor shall provide secure backup copies of all data to EPA on a weekly basis and shall properly document, and record all changes made to the database such that the database optimization and /or management is able to be assumed by another party instantaneously. Proper documentation regarding database architecture shall be maintained at all times. Backups of all data shall be performed at weekly intervals and transmitted to EPA. The database shall, at the written technical direction of the WAM, be transferred to EPA following all EPA rules and procedures. Contractor staff shall assist EPA staff in database transfer and continue support as requested after transfer. **It is anticipated that there will be 150 database change requests.**

#### **TASK 7 International Replication (Unchanged)**

#### **TASK 8 SmartWay Users Group (Revised, see bolded text)**



After receipt of written technical direction from the WAM, the contractor shall assist SmartWay to develop and establish a SmartWay industry users group. This group shall function as a private industry group for the purpose of educating members about the SmartWay program. SmartWay assumes a minimal level of support on this task initially. **Work under this task shall support SmartWay efforts with the MSTRS group.**

**TASK 9 Data Verification (Unchanged)**

**Deliverables ( Unchanged)**

<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 0-06								
		<input type="checkbox"/> Other <input type="checkbox"/> Amendment Number:								
Contract Number EP-C-11-046	Contract Period 09/19/2011 To 08/31/2012 Base <input checked="" type="checkbox"/> Option Period Number	Title of Work Assignment/SF Site Name SmartWay Info Support								
Contractor EASTERN RESEARCH GROUP, INC.		Specify Section and paragraph of Contract SOW 1a, 2, 3								
Purpose: <input checked="" type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Period of Performance  From 03/14/2012 To 08/31/2012								
Comments:										
<input type="checkbox"/> Superfund    Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund										
Note: To report additional accounting and appropriations data use EPA Form 1900-69A.										
SFO (Max 2) <input type="checkbox"/>										
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										
Authorized Work Assignment Ceiling										
Contract Period:		Cost/Fee:		LOE:						
09/19/2011 To 08/31/2012										
This Action:										
Total:										
Work Plan / Cost Estimate Approvals										
Contractor WP Dated:		Cost/Fee:		LOE:						
Cumulative Approved:		Cost/Fee:		LOE:						
Work Assignment Manager Name Mary Walsh							Branch/Mail Code:			
							Phone Number 734-214-4205			
(Signature) _____ (Date) _____							FAX Number:			
Project Officer Name Joie Middlebrook							Branch/Mail Code:			
							Phone Number: 734-214-4934			
(Signature) _____ (Date) _____							FAX Number:			
Other Agency Official Name							Branch/Mail Code:			
							Phone Number:			
(Signature) _____ (Date) _____							FAX Number:			
Contracting Official Name Angela Lower							Branch/Mail Code:			
							Phone Number: 513-487-2036			
(Signature) _____ (Date) _____							FAX Number:			



## PERFORMANCE WORK STATEMENT (PWS)

### Title: SmartWay Information Support

**Contractor:** ERG

**Contract No.:** EP-C-11-046

**Work Assignment Number:**

**WA0-06**

**Period of Performance:**

Date of approval to August 31, 2012

**Work Assignment Manager (WAM):**

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**Alternate WAM**

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**Project Officer (PO):**

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**Contracting Officer (CO):**

Angela Lower  
Phone: 513-487-2036  
[lower.angela@epa.gov](mailto:lower.angela@epa.gov)

### **Background and Purpose:**

The SmartWay Transport Partnership is a joint government - industry partnership aimed at reducing emissions and improving fuel efficiency in the freight industry. Companies that reduce their emissions can qualify to use the EPA SmartWay logo, a mark of clean transportation. The program is designed to provide market incentives for companies - both freight carriers and shippers - and the companies that employ them to reduce emissions and reduce fuel usage. Emissions foot-printing has become an increasing focus for the SmartWay Transport Partners. Partners are looking throughout their transportation supply chain and are interested in knowing more about their global transportation footprint and ways to reduce it. EPA is working to reduce air pollution by educating industry and the general public about the link between their behaviors, company and institutional policies, and air quality.



The purpose of this PWS is to outline specific information and data needs to enable EPA SmartWay to develop effective market-based education and outreach approaches to reduce freight transportation related emissions and greenhouse gases. Under this work assignment, the Contractor shall undertake market and industry research, in order to support effective implementation of these market-based efforts.

Specifically, SmartWay wishes to effectively reach carriers and shippers that will produce the most cost-effective program benefits for the public. SmartWay measures program benefits calculating the delta emissions of a Partner's fleet level ton-miles year-to-year for CO<sub>2</sub>, NO<sub>x</sub>, and PM 10/2.5.

### **Tasks and Deliverables:**

Contractor shall provide all deliverables, as detailed in the Tasks below, first in draft form. The EPA WAM will review all deliverables in draft form and provide revisions and/or comments to the Contractor. Contractor shall prepare the final deliverables incorporating the WAM's comments. Contractor personnel shall at all times identify themselves as Contractor employees and shall not present themselves as EPA employees. Furthermore, they shall not represent the views of the U.S. Government, EPA, or its employees. In addition, the Contractor shall not engage in inherently governmental activities, including but not limited to actual determination of EPA policy and preparation of documents on EPA letterhead.

### **Task 1 - Prepare Workplan**

Contractor shall prepare a workplan for the work assignment as specified in the contract. The workplan shall outline, describe and include the technical approach, resources, timeline and due dates for deliverables, and a detailed cost estimate by task and a staffing plan. The EPA WAM, PO, and CO will review the workplan. However, only the EPA CO can approve/disapprove, suggest revisions, or change the workplan. Official revisions, if any, will be given to the Contractor by the CO. Contractor shall prepare a revised workplan incorporating the CO's comments, if required.

### **Schedule of Deliverables for Task 1**

Contractor shall submit a workplan for review to the EPA WAM within two calendar weeks of receiving the work assignment from EPA. Based on EPA comments, Contractor shall submit the revised workplan for EPA approval within one calendar week of receiving the comments.

### **Task 2 - Industry Research**

EPA needs a freight industry characterization by market segments. The industry characterization will assist SmartWay in determining whom to reach, the most effective channels by which to reach the target audience, appropriate messaging, and what resources and approaches are needed to recruit the target audiences. Contractor shall prepare an overview document that includes summaries and analyses as described in Subtasks 1 and 2, below.

#### *Subtask 1- Industry overview and target audience identification*

Contractor shall conduct industry and market research to provide an overview that presents a solid understanding of the target industries. The target industries to be characterized include two broad categories: the larger freight carriers, both for-hire and private fleets, having fleets of 500 or more trucks



(including the larger logistics companies) and shippers, which include manufacturers, retailers, and recipients of goods from various commodity sectors (e.g., retail, agriculture, chemicals, utilities, manufacturing, wholesale, construction, service industries with significant goods movement (e.g., parcel), forest products, etc).

Shippers. Contractor shall identify and rank the top 500 largest shippers across all categories *that are not already SmartWay Partners* according to the ton-miles carried, primary commodities, value of the shipments, and number of carriers employed. Contractor shall exclude industries and companies for which there are limited opportunities to employ fuel-saving technologies and strategies (e.g., industries or businesses that predominantly use trucks that spend most of their time on unimproved roads, in fields, or in a stationary mode, or that require extensive specialty equipment and operational parameters not amenable to fuel-saving modifications, such as emergency vehicles). Contractor shall also exclude shippers for which goods movement *does not occur* predominantly by truck or rail modes (e.g., oil pipeline specialty companies). For the selected shippers, Contractor shall analyze opportunities to increase the amount of freight shipped using fewer miles or trips, by employing efficiency improvements in their operations, for example:

- effective use of freight modes
- shipper controlled strategies (e.g., package reduction, route optimization)
- carrier selection within mode; e.g., effective use of for-hire carriers or 3PLs (third party logistics companies).

For these shippers, Contractor will also identify any significant barriers to adopting these efficiencies, for example:

- commodity-related efficiency constraints (e.g., bulk coal-only businesses)
- lack of information on carrier selection, shipper controlled strategies, modal choice, etc.
- organizational or cultural challenges (e.g., disaggregated shipping operations, limited access to logistics optimizing software).

Contractor shall prepare a summary of the results of this research and analysis. Contractor will also use the results to develop a second ranking of the shipper/industry segments in order of their ability/potential to reduce fuel consumption and generation of tons of CO2 emissions from their freight transportation operations, along with key relevant qualitative assessments that contribute to this ranking, including assessments of how to overcome identified barriers,

Truck carriers. Contractor shall identify and rank the top 500 largest carrier fleets, both for-hire and privately-owned, across all categories *that are not already SmartWay Partners* according to the ton-miles shipped, primary commodities, and value of the shipments. Contractor shall exclude truck carriers for which there are limited opportunities to employ fuel-saving technologies and strategies (e.g., carriers that predominantly use trucks that spend most of their time on unimproved roads, in fields, or in a stationary mode, or that require extensive specialty equipment and operational parameters not amenable to fuel-saving modifications, such as emergency vehicles). Contractor shall also exclude carriers for which goods movement *does not occur* predominantly by truck or rail modes (e.g., oil pipeline companies). Contractor shall analyze for the selected carriers opportunities to increase the amount of freight shipped



using less fuel, by employing efficiency improvements in their operations, for example:

- mode strategy
- use of technologies that reduce fuel consumption (e.g., idle reduction devices, aerodynamic devices, low rolling resistance tires)
- use of operational strategies that reduce fuel consumption (e.g., speed control, fewer empty miles, load-matching, fuel-efficient driver training, etc.)

Contractor shall also identify for these carriers any significant barriers to adopting these efficiencies, for example:

- commodity-related efficiency constraints (e.g., bulk coal-only businesses)
- lack of information on technologies, strategies, use of intermodal, etc.
- organizational or cultural challenges (e.g., disaggregated routing operations, limited access to logistics optimizing software)
- lack of access to capital to purchase fuel-saving technologies and implement fuel-saving strategies

Contractor shall prepare a summary of the results of this research and analysis. Contractor shall also use the results to develop a second ranking of the carriers in order of their ability/potential to reduce fuel consumption and generate tons of CO<sub>2</sub> emissions from their freight transportation operations, along with key relevant qualitative assessments that contribute to this ranking, including assessments of how to overcome identified barriers, the fleet business model, sector served, and other aspects of operational efficiency.

Logistics companies. Contractor shall identify and rank the top twenty logistics companies *that are not SmartWay Partners* that hire a significant amount of companies with large fleets (>500 trucks) and medium fleets (50-500 trucks), and relatively few small fleets. The type of logistics company (3PL, freight forwarder, non-asset based carrier, etc.) and the principal commodities they transport shall be identified. Contractor shall rank these companies according to logistics control strategies employed and shall identify the opportunities and challenges related to increasing freight efficiency in fuel consumption. For the selected carriers, Contractor shall analyze opportunities to increase the amount of freight shipped using less fuel, by employing efficiency improvements in their operations, for example:

- mode strategy
- use of carrier fleets that employ technologies that reduce fuel consumption (e.g., idle reduction devices, aerodynamic devices, low rolling resistance tires)
- use of carrier fleets that employ operational strategies that reduce fuel consumption (e.g., speed control, fewer empty miles, load-matching, fuel-efficient driver training, etc.)

For these carriers, Contractor shall also identify any significant barriers to adopting these efficiencies, for example:

- commodity-related efficiency constraints (e.g., bulk coal-only businesses)
- lack of information on technologies, strategies, use of intermodal, etc.
- organizational or cultural challenges (e.g., disaggregated routing operations, limited access to



- sophisticated logistics optimizing software)
- lack of access to capital to purchase fuel-saving technologies and implement fuel-saving strategies

#### *Subtask 2- Information on channels of influence and information*

Contractor shall provide the names of third-party organizations or key networking and information-dissemination channels (such as conferences, reports, websites, etc.) that act as influencers and information conduits to engage companies in this sector, and to reach decision-makers and influencers. This can include national shipper organizations, industry trade associations, targeted shipper companies, logistics companies utilizing larger fleets, and other organizations that work with the shipper industry. Contractor shall identify the names and positions of the relevant contacts and decision-makers in these organizations (SmartWay already has some of this information to contribute.) Contractor shall also identify how information and influence is conveyed by each organization/channel to this sector. Contractor shall be responsive to EPA requests to refine this search as more information arises. This information shall be compiled into a summary, including the reports, websites, and schedule of upcoming meetings.

Contractor shall provide information on at least five such organizations or information channels for each commodity, but will exclude from this search ATA, RILA, and state trucking associations.

#### *Subtask 3-Smaller information requests*

Contractor shall provide information that segments or provides a subset of the information gathered under Subtasks 1 and 2 to respond to individual information requests from the WAM.

#### **Schedule of Deliverables for Task 2**

Contractor shall begin work on Task 2 immediately after receiving approval of the workplan by EPA.

All deliverables for this task will be submitted to EPA via email in electronic format, unless otherwise specified.

The EPA WAM will meet with Contractor, typically via phone call, to discuss progress and any questions or issues on a weekly basis, unless the WAM specifies otherwise (e.g., no meeting required for a given week). If technical direction is given by phone, the EPA WAM will specifically verify the direction by email.

Subtask 1: Contractor shall submit to EPA in draft the overview document within four weeks of EPA having submitted to Contractor its approval of the workplan. Contractor shall respond to EPA comments within ten calendar days of receiving the relevant technical direction.

Subtask 2: Contractor shall submit to EPA the information identified in this subtask within two weeks of EPA having submitted to Contractor its approval of the workplan. At minimum, Contractor shall provide updates to this information on meetings, reports, websites, etc., on a biweekly basis by email notification to the WAM. The information on the sources of influence and means of communicating information and influence shall be compiled into a summary, including the reports, websites, and schedule of upcoming meetings, no later than two weeks before the end of the period of performance. The EPA WAM may make a technical direction concerning content no later than one week before the end of the period of

performance, If such technical direction is given, Contractor shall have a minimum of five business days to complete the work.

Subtask 3: Contractor shall provide information detailed in this subtask typically within one week of receipt of written technical direction, unless a more rapid turnaround request is made.



<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 0-06								
		<input type="checkbox"/> Other <input checked="" type="checkbox"/> Amendment Number: 000001								
Contract Number EP-C-11-046	Contract Period 09/19/2011 To 08/31/2012 Base <input checked="" type="checkbox"/> Option Period Number	Title of Work Assignment/SF Site Name SmartWay Information Support								
Contractor EASTERN RESEARCH GROUP, INC.		Specify Section and paragraph of Contract SOW								
Purpose: <input type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input checked="" type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Period of Performance From 03/14/2012 To 08/31/2012								
Comments: The purpose of this amendment is to revise the PWS from the original WA. Please see the following changes.										
<input type="checkbox"/> Superfund    Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund										
Note: To report additional accounting and appropriations data use EPA Form 1900-69A.										
SFO (Max 2) <input type="checkbox"/>										
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										
Authorized Work Assignment Ceiling										
Contract Period:		Cost/Fee:		LOE:						
09/19/2011 To 08/31/2012										
This Action:										
Total:										
Work Plan / Cost Estimate Approvals										
Contractor WP Dated:		Cost/Fee:		LOE:						
Cumulative Approved:		Cost/Fee:		LOE:						
Work Assignment Manager Name Mary Walsh _____ (Signature) (Date)								Branch/Mail Code: Phone Number 734-214-4205 FAX Number:		
Project Officer Name Joie Middlebrook _____ (Signature) (Date)								Branch/Mail Code: Phone Number: 734-214-4934 FAX Number:		
Other Agency Official Name _____ (Signature) (Date)								Branch/Mail Code: Phone Number: FAX Number:		
Contracting Official Name Angela Lower _____ (Signature) (Date)								Branch/Mail Code: Phone Number: 513-487-2036 FAX Number:		

## PERFORMANCE WORK STATEMENT (PWS)

### Title: SmartWay Information Support

**Contractor:** ERG

**Contract No.:** EP-C-11-046

**Work Assignment Number:**

**WA0-06**

**Period of Performance:**

Date of approval to August 31, 2012

**Work Assignment Manager (WAM):**

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**Amendment Number**

**01**

**Alternate WAM**

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**Contracting Officer (CO):**

Angela Lower  
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### **Background and Purpose:**

The SmartWay Transport Partnership is a joint government - industry partnership aimed at reducing emissions and improving fuel efficiency in the freight industry. The program is designed to provide market incentives for companies - both freight carriers and shippers - and the companies that employ them to reduce emissions and reduce fuel usage. Partners are looking throughout their transportation supply chain and are interested in knowing more about their global transportation footprint and ways to reduce it. EPA is working to reduce air pollution by educating industry and the general public about the link between their behaviors, company and institutional policies, and air quality.



The purpose of this PWS is to provide information for EPA SmartWay to develop effective market-based education and outreach approaches to recruit more Partners. Under this work assignment, the Contractor shall undertake market and industry research, to recruit, ranking companies based on their relative desirability for focusing recruitment efforts.

Specifically, SmartWay wishes to reach carriers and shippers that will produce the most cost-effective program benefits for the public.

#### **Tasks and Deliverables:**

Contractor shall provide all deliverables, as detailed in the Tasks below, first in draft form. The EPA WAM will review all deliverables in draft and provide revisions and/or comments to the Contractor. Contractor shall prepare the final deliverables incorporating the WAM's comments. All deliverables shall be submitted in Agency-standard electronic format. Contractor personnel shall at all times identify themselves as Contractor employees and shall not present themselves as EPA employees. Furthermore, they shall not represent the views of the U.S. Government, EPA, or its employees

Contractor shall avoid intensive data mining for this task, and take advantage of the low-cost or free information sources; e.g., Hoover's, American Trucking Associations' publications (e.g., ATA American Trucking Trends and other information releases), commodity flow surveys, the National Private Truck Council, state and regional trucking associations, etc. EPA will retain possession of any purchased informational resources (e.g., Private Fleet Directory; Directory of Associations) that Contractor requires to complete this task. Contractor will seek approval from the EPA CO before making any purchase of information resources.

#### **Task 1 - Prepare Workplan**

Contractor shall prepare a workplan for the work assignment as specified in the contract. The workplan shall outline, describe and include the technical approach, resources, timeline and due dates for deliverables, and a detailed cost estimate by task and a staffing plan. The EPA WAM, PO, and CO will review the workplan. However, only the EPA CO can approve/disapprove, suggest revisions, or change the workplan. Official revisions, if any, will be given to the Contractor by the CO. Contractor shall prepare a revised workplan incorporating the CO's comments, if required.

#### **Schedule of Deliverables for Task 1**

Contractor shall submit a workplan for review to the EPA WAM within two calendar weeks of receiving the work assignment from EPA. Based on EPA comments, Contractor shall submit the revised workplan for EPA approval within one calendar week of receiving the comments.

#### **Task 2 - Industry Research**

EPA needs a freight industry characterization by market segments. The industry characterization will assist SmartWay in determining whom to reach, the most effective channels by which to reach the target audience, appropriate messaging, and what resources and approaches are needed to recruit the target audiences. Contractor shall prepare an overview document that includes summaries and analyses as described in Subtasks 1 and 2, below.



*Subtask 1- Industry overview and target audience identification*

Contractor shall conduct research to provide understanding of the target industries. The target industries to be characterized include two broad categories:

1. larger freight carriers, both for-hire and private fleets, having fleets of 500 or more trucks (including the larger logistics companies) and
2. shippers, which include manufacturers, retailers, and recipients of goods from various commodity sectors (e.g., retail, agriculture, chemicals, utilities, manufacturing, wholesale, construction, service industries with significant goods movement (e.g., parcel, etc)).

Shippers. Contractor shall identify and rank the top 500 largest shippers across all categories *that are not already SmartWay Partners* according to assessments of the ton-miles carried, primary commodities, value of the shipments, and number of carriers employed, to the extent possible without resorting to high-level data mining and analysis. Shippers shall be grouped into three approximately equally-sized categories from highest priority for recruitment to lowest priority for recruitment. The most important indicators for ranking will be information on ton-miles and number of carriers; the primary commodities and value of shipments will be secondary indicators. Contractor shall exclude industries and companies for which there are limited opportunities to employ fuel-saving technologies and strategies (e.g., industries or businesses that predominantly use trucks that spend most of their time on unimproved roads, in fields, or in a stationary mode, or that require extensive specialty equipment and operational parameters not amenable to fuel-saving modifications, such as emergency vehicles, or those hauling bulk commodities). Contractor shall also exclude shippers for which goods movement *does not occur* predominantly by truck or rail modes (e.g., oil pipeline specialty companies). For the selected shippers, Contractor shall submit opportunities to increase the amount of freight shipped using fewer miles or trips, by employing efficiency improvements in their operations, for example:

- effective use of freight modes
- shipper controlled strategies (e.g., package reduction, route optimization)
- carrier selection within mode; e.g., effective use of for-hire carriers or 3PLs (third party logistics companies).

Contractor shall prepare a summary spreadsheet of the results of this research.

Truck carriers. Contractor shall identify and rank the top 500 largest carrier fleets, both for-hire and privately-owned, across all categories *that are not already SmartWay Partners* according to assessments of the ton-miles shipped, primary commodities, and value of the shipments, to the extent possible without resorting to high-level data mining and analysis. Carriers shall be grouped into three approximately equally-sized categories from highest priority for recruitment to lowest priority for recruitment. The most important indicators for ranking will be information on ton-miles and number of trucks in the fleets; the primary commodities and value of shipments will be secondary indicators. Contractor shall exclude truck carriers for which there are limited opportunities to employ fuel-saving technologies and strategies (e.g., carriers that predominantly use trucks that spend most of their time on unimproved roads, in fields, or in a stationary mode, or that require extensive specialty equipment and operational parameters not amenable to fuel-saving modifications, such as emergency vehicles, or those hauling bulk commodities).



Contractor shall also exclude carriers for which goods movement *does not occur* predominantly by truck or rail modes (e.g., oil pipeline companies). Contractor shall analyze opportunities for the selected carriers to increase the amount of freight shipped using less fuel, by employing efficiency improvements in their operations, for example:

- mode strategy
- use of technologies that reduce fuel consumption (e.g., idle reduction devices, aerodynamic devices, low rolling resistance tires)
- use of operational strategies that reduce fuel consumption (e.g., speed control, fewer empty miles, load-matching, fuel-efficient driver training, etc.)

Contractor shall prepare a summary of the results of this research.

#### *Subtask 2- Information on channels of influence and information*

Contractor shall provide the names of third-party organizations or key networking and information-channels (such as conferences, reports, websites, etc.) that influence and share information to engage companies in this sector, and to reach decision-makers and influencers. This can include national shipper organizations, industry trade associations, targeted shipper companies, and other organizations that work with the shipper industry. Contractor shall identify the names and positions of the relevant contacts and decision-makers in these organizations (SmartWay already has some of this information to contribute.) Contractor shall also identify how information and influence is conveyed by each organization/channel to this sector.

Contractor shall provide information on at least five such organizations or information channels for each commodity, but will exclude from this search ATA, RILA, and state trucking associations.

#### **Schedule of Deliverables for Task 2**

Contractor shall begin work on Task 2 immediately after receiving approval of the workplan by EPA. EPA will prioritize activities under Task 2 and identify those that must be completed by a given date (e.g., the report, which Contractor shall submit in draft to the EPA WAM within four weeks of receiving approval of the workplan). Reporting on upcoming conferences and meetings that draw, inform, and influence the targeted audience shall occur by email notification as they are found by Contractor and shall be compiled into a spreadsheet to be submitted one week before the end of the WA Period of Performance.

All deliverables for this task will be submitted to EPA via email in electronic spreadsheet format, unless otherwise specified.

The EPA WAM will meet with Contractor, typically via phone call, to discuss progress and any questions or issues on a weekly basis, unless the WAM specifies otherwise (e.g., no meeting required for a given week).

<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 0-07 <input type="checkbox"/> Other <input type="checkbox"/> Amendment Number:								
Contract Number EP-C-11-046	Contract Period 09/19/2011 To 08/31/2012 Base <input checked="" type="checkbox"/> Option Period Number	Title of Work Assignment/SF Site Name 0-07								
Contractor EASTERN RESEARCH GROUP, INC.		Specify Section and paragraph of Contract SOW 1, 1a, 1b								
Purpose: <input checked="" type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Period of Performance From 03/30/2012 To 08/31/2012								
Comments:										
<input type="checkbox"/> Superfund    Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund										
Note: To report additional accounting and appropriations data use EPA Form 1900-69A.										
SFO <input type="checkbox"/> (Max 2)										
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										
Authorized Work Assignment Ceiling										
Contract Period:		Cost/Fee:		LOE:						
09/19/2011 To 08/31/2012										
This Action:										
Total:										
Work Plan / Cost Estimate Approvals										
Contractor WP Dated:		Cost/Fee:		LOE:						
Cumulative Approved:		Cost/Fee:		LOE:						
Work Assignment Manager Name Denise Kearns _____ (Signature) (Date)								Branch/Mail Code: Phone Number 734-214-4240 FAX Number:		
Project Officer Name Joie Middlebrook _____ (Signature) (Date)								Branch/Mail Code: Phone Number: 734-214-4934 FAX Number:		
Other Agency Official Name _____ (Signature) (Date)								Branch/Mail Code: Phone Number: FAX Number:		
Contracting Official Name Angela Lower _____ (Signature) (Date)								Branch/Mail Code: Phone Number: 513-487-2036 FAX Number:		



**Performance Work Statement (PWS)****Title:** EPA SmartWay Video Development & Production**Contractor:** Eastern Research Group**Contract No.:** EP-C-11-046**Work Assignment No.:** WA 0-07

**Work Assignment Manager (WAM):** Denise Kearns  
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**Contracting Officer (CO):** Angela Lower  
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**Period of Performance:** date of Issue to August 31, 2012

**Background**

SmartWay is a public/private partnership between the U.S. EPA and freight industry. The goal of the program is to facilitate collaboration and provide industry with tools and information that will support company efforts to protect the environment, improve energy efficiency, lower fuel costs and increase productivity. Nearly 3,000 companies participate in the partnership, including large Fortune 500 companies (retail shippers, national truck companies and rail carriers), medium and small trucking companies, logistics management companies and trade associations, among other organizations.

To achieve its goals the EPA SmartWay program reaches out to existing and potential partners, and other stakeholders through a broad range of activities, including web-based communications, industry trade journals, conference participation, partner-sponsored workshops and meetings, public service campaigns, and similar media.

SmartWay currently uses two videos to support its communications. These videos were developed approximately five years ago and need to be updated. One video is 11 minutes

and the other is just over one minute in length. The one-minute video was extracted and created from the content of the 11-minute video. A DVD with these videos is provided along with this performance work statement.

Through this PWS, EPA seeks to create six new videos that will replace these older, dated videos. One of the new videos shall be similar to the existing one-minute video in that its primary purpose will be to introduce EPA's SmartWay program to viewers. This one-minute video will be posted to the web, and also used for meeting and conference presentations.

Four of the videos shall serve to introduce key program elements of SmartWay and shall be 45 to 90 seconds in length. The plot for each of these videos shall be similar, and all videos will share the same look and feel. These videos will be posted by EPA to the EPA SmartWay website, and may be used for meeting and conference presentations. Specifically, these program elements include:

- |                          |                      |
|--------------------------|----------------------|
| 1. Truck carrier program | 3. Logistics program |
| 2. Shipper program       | 4. Rail program      |

The sixth video shall be a compilation of these four videos and the one-minute introductory video, and additional footage as needed. It shall provide a more comprehensive overview of EPA's SmartWay program. It, too, shall be posted by EPA to the EPA SmartWay web and may be used for recruiting partners to the SmartWay program.

General objectives for the new videos are similar to that of the older videos, and are outlined below:

- Provide industry stakeholders and potential partners with basic information about SmartWay's goals to increase efficiency, save fuel, protect the environment and achieve greater sustainability in the freight industry,
- Provide basic information about the challenges and benefits of working toward greater sustainability in the transportation industry, specifically in the freight or goods movement sector of the industry,
- Encourage organizations to join the partnership, including small, medium and large truck and rail carriers; retail and commercial shippers; logistics management companies; trade associations and other affiliates that support SmartWay's goals, and
- Highlight the progress that SmartWay and its partners are making to achieve the program's environmental, energy, and sustainability goals.

Footage from the old videos may be used in the updated videos, and EPA will provide more current footage (both stock and original footage) for use in the updated videos. In addition, under this PWS, the Contractor is tasked with providing support to develop new original



footage for use in the videos. This new footage shall primarily consist of partner and stakeholder interviews.

### **Project Tasks for SmartWay video development and production**

#### **Task 1: Prepare Work Plan (WP)**

The contractor shall prepare a work plan within two weeks of receiving the PWS, and the Work Assignment Manager and Contractor will meet to review the work plan two days after it is submitted to EPA. If clarification or changes are needed to the work plan, EPA will provide direction within one week of receiving the work plan.

#### **Task 2: Planning & pre-production**

In this task, the contractor shall review existing videos and more recent footage and work with EPA to develop storyboards and scripts for the new video. The objectives outlined in this PWS are the basis for scripting and storyboard development. ERG shall provide support to EPA to:

- Develop a plot for the introductory video, each of the four short videos (45-90 seconds in length, with a similar plot line for the four videos, and the longer video that will be compiled using footage from the short videos;
- Identify action scenes for the short and long videos,
- Identify additional interviews, footage, and motion graphic titles that will be needed for the videos; interviews are to be conducted with the use of a green screen so that backgrounds, motion graphics, etc. can be dropped in as necessary to align with video plot,
- Develop a final script for the video, and
- Prepare a final storyboard for the video.

#### **Schedule for Task 2**

Contractor shall begin work on Task 2 upon receiving EPA approval of the work plan. At the same time of its approval, EPA also will provide the contractor with some original footage of recent interviews with SmartWay partners, references to stock video footage that would be suitable for use, a list of additional partners to be interviewed, a list of questions and answers for interviewees to use, and a rough draft of a script and storyboard outline for each of the short videos.

Within two weeks of receiving work plan approval and the materials outlined above, the Contractor shall meet with EPA via teleconference to exchange ideas and provide recommendations for developing a working draft for the script, storyboard and interviewee Q&As. The Contractor also shall make recommendations regarding footage that is needed to create the videos.

A week following this meeting, the Contractor shall submit its working draft of the script and storyboard for the video, including a schedule for conducting interviews and securing



any other footage needed. EPA will provide feedback within two weeks to the contractor. Based on EPA feedback the Contractor shall develop a final script and story board within 2 weeks.

### **Task 3: Perform the video taping**

In this task the Contractor shall setup, conduct and tape interviews using two or more HD-XDCAM cameras so that more than one angle of the interviewee is captured. EPA estimates that up to six interviews will be taped and that travel (local) may be required. EPA will identify SmartWay partner and affiliate representatives who can be interviewed in local proximity to ERG offices. A green screen shall be used as a backdrop for the interviews.

One of the interviews may also involve additional taping of B-roll footage that could be used for the video as well. This B-roll shall involve footage of a truck and related transportation activities.

To conduct this task ERG shall provide support to EPA to:

- Prepare and setup for videotaping, using HD cameras (tape dimensions shall be 1920x1080 and shot in a Pro Res format), lighting and audio equipment
- Conduct interviews
- Provide raw footage in Final Cut Pro format on electronic media (disk or hard drive, if necessary)

### **Schedule for Task 3**

Contractor shall begin work on Task 3 following EPA approval of final script and storyboard in Task 2. EPA will provide the Contractor with a list of interviewees, appointment times and locations for the videotaping. All interviews shall be completed within two weeks of receiving the EPA WAM's approval on the final script and storyboard from Task 2.

### **Task 4: Post-production Editing and Mastering**

In this task, the Contractor shall convert the raw video footage of interviews to low resolution electronic file with a timecode so that EPA can view the footage online. The Contractor also shall provide support to EPA to create an edit list from interviews conducted in Task 2.

EPA will provide the Contractor with specific timecoded video footage to be considered for the final video (note that this original footage is also available in the Final Cut Pro format ).

EPA also will provide the Contractor with stock footage for use in the final video.

Based on the storyboard created in Task 2 and using final edit list, and other footage (original or stock), the Contractor shall develop:

- One short introductory video (1-1:30 minutes)



- Four short videos (45-90 seconds) that follow a similar plot and use similar graphics highlighting SmartWay's key program elements
- One long video (3-5 minutes), comprised of the introductory and four short videos, that provides a more comprehensive overview of the SmartWay program,
- All videos must adhere to EPA web standards, and shall be transcribed and close-captioned so that they are 508 compliant ,
- The videos shall be provided on electronic media (disk or hard drive, if necessary) in MPEG-4 Part 14 format (for uploading to web) and in WMV format (for computer viewing),
- Contractor shall provide support to EPA in identifying format sizing for video use in presentations.

**Schedule for Task 4**

Contractor shall begin work on Task 4 within one week of completing interviews. The Contractor shall submit rough cuts of each of the video products outlined above within two weeks of completing the interviews. The EPA WAM will provide comments on rough cuts of video products within one week of receiving them. Upon receiving EPA's comments on the rough cuts, the Contractor shall make changes and submit again to EPA for final review. Upon receiving and incorporating EPA comments from final review, the Contractor shall complete and submit final videos to EPA within one week.





**Performance Work Statement (PWS)**

**Title:** EPA SmartWay Video Development & Production

**Contractor:** Eastern Research Group

**Contract No.:** EP-C-11-046

**Work Assignment No.:** WA 0-07 Amendment 1

**Work Assignment Manager (WAM):** Denise Kearns  
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**Period of Performance:** date of Issue to August 31, 2012

**Background**

SmartWay is a public/private partnership between the U.S. EPA and freight industry. The goal of the program is to facilitate collaboration and provide industry with tools and information that will support company efforts to protect the environment, improve energy efficiency, lower fuel costs and increase productivity. Over 3,000 companies participate in the partnership, including large Fortune 500 companies (retail shippers, national truck companies and rail carriers), medium and small trucking companies, logistics management companies and trade associations, among other organizations.

To achieve its goals the EPA SmartWay program reaches out to existing and potential partners, and other stakeholders through a broad range of activities, including web-based communications, industry trade journals, conference participation, partner-sponsored workshops and meetings, public service campaigns, and similar media.

SmartWay currently uses two videos to support its communications. These videos were developed approximately six years ago and need to be updated. One of the "old" videos is 11 minutes and the other is just over one minute in length. The one-minute video was extracted and created from the content of the 11-minute video. A DVD with these videos was provided with the original PWS.

Through this amendment to the original PWS, EPA seeks to:

- 1) scale back the scope of work described in the original PWS, and
- 2) clarify the level of support needed to update and replace these older, dated videos.

Specifically, instead of creating six new videos to replace the existing one-minute and 11-minute videos as originally proposed, under this amended PWS, EPA will work with the Contractor to create at least one, and possibly two new videos.

***SmartWay Marketing Video (video 1)***

One new video shall be developed to update the existing one-minute video so that it incorporates basic EPA video standards, such as a graphic open and close that use the EPA seal and a video title, captions for 508 compliance, and other standards (EPA video standards guidance document is attached to this amended PWS).

In addition, b-roll footage used in the updated video will include the use of aerodynamic trucks, and intermodal activities (train to truck, ports and a broader range of freight-related movement). Interviews with existing, leading SmartWay partners and affiliates will also be included in the updated video.

Based on these changes, EPA expects that the new video may run up to 2 ½ minutes in length, but no longer.

Similar to the old one-minute video, the primary purpose of the updated video will be to introduce EPA's SmartWay program to viewers. Another key purpose will be to encourage viewers to join the partnership.

The primary audience for the updated video includes potential partners, specifically large shippers (representing retail, manufacturing and related sectors), large private fleets, and large-medium size for-hire private carriers, including trucking fleets and train companies. This audience will have an interest in improving the efficiency of their freight operations and sustainability in the transportation industry.

Other audiences for this video include the general public, nongovernment organizations, policymakers and individuals with an interest in improving the efficiency (economic, environmental and energy) of moving freight.



This updated video will be posted to the SmartWay website, and also used for marketing meetings with potential partners and in industry conference presentations. In addition, it will be posted to EPA social media sites, including You Tube.

Footage from the old videos is not available for use, but EPA will provide some current, original footage for use in the updated videos. Under this PWS, the Contractor is tasked with providing support to develop new original footage for use in the videos. This new footage shall primarily consist of some b-roll and partner interviews.

The Contractor may also assist EPA in identifying original and stock footage that is necessary (istock photo, video block, etc.) for use in the videos; EPA will be responsible for purchasing the stock footage.

### ***SmartWay Shipper Video (video 2)***

As proposed in the original PWS, EPA seeks to create a short video highlighting the goals of its SmartWay shipper program and the benefits of participating in that element of the partnership. The primary purpose of this product is to encourage shippers to join the partnership and work proactively with their carriers to move goods more sustainably.

In developing its workplan, the Contractor shall consider the option of either developing a video, or alternatively a photo slideshow, that would include some video, photos, animation, music and sound bites. The workplan shall provide cost estimates for both these options.

Regardless of whether a video or photo slideshow is developed, the audience for the end product is predominantly large Fortune 1000 shippers that use carrier services (private or for-hire, truck and rail) to move freight.

Other secondary audiences include carriers (truck and rail), logistics management companies, non-governmental organizations, consumers, policymakers and individuals interested in improving the efficiency (economic, environmental and energy) of moving freight.

EPA has some existing photos that could be used for a photo slideshow, and expects that some of the b-roll (stock or original) captured for the SmartWay marketing video would be used for the shipper video as well. The Contractor shall work with EPA to identify photos, video footage, sound bites, music and other visual aids needed for the video or the slideshow, depending on the option chosen.

### **Project Tasks for SmartWay video development and production**

#### **Task 1: Prepare Work Plan (WP)**

The contractor shall prepare a work plan within one weeks of receiving the amended PWS, and the Work Assignment Manager and Contractor will meet to review the work plan two days after it is submitted to EPA. If clarification or changes are needed to the work plan, EPA will provide direction within one week of receiving the work plan.



TASK 1		
DATE DUE	DELIVERABLE	COMMENTS
2 weeks after receipt of amendment	ERG work plan	

## **Task 2: Planning & pre-production**

In this task, the Contractor shall review existing videos, recent b-roll footage, photographs, and other visual elements (EPA, SmartWay logo files) that EPA provides. The Contractor also shall review a draft working script developed by EPA, along with a storyboard and interview questions developed by EPA for the marketing video and shipper video or photo slideshow.

After reviewing the videos, b-roll footage, photos, draft script, interview questions/answers, and storyboard prepared by EPA, the Contractor shall provide EPA with written feedback and recommendations for the marketing video and shipper video/photo slideshow. These comments shall include options and ideas for motion graphics and music for the video. Upon receiving these written comments, EPA will schedule a meeting to review the Contractor's recommendations.

The focus of the meeting will be on the script, storyboard and interview questions/answers. For example, one issue could be any recommendations from the Contractor on the interview questions and responses drafted by EPA to help ensure that the video meets its goals of informing and encouraging viewers to join the SmartWay partnership. Other important items to be addressed during the meeting would include an interview schedule, and specific ideas for visual graphics, motion graphics, music beds and other components of the video.

Following this meeting between EPA and the Contractor, EPA will incorporate the recommendations agreed upon and develop a revised script, interviewee question & answer document and story board. ERG and EPA will meet a second time to review and discuss and finalize these revised materials.

After the script, storyboard, and interview questions are finalized, the contractor and EPA will work together to identify additional b-roll that may be needed, and whether that b-roll can be secured through outside sources or if original footage needs to be created. Likewise, if a photo slideshow is to be developed, the Contractor shall assist EPA in identifying photographs, animation and audio.

If necessary, EPA will coordinate with its partners to identify a location for shooting additional b-roll. All effort will be made to shoot footage in the DC-MD-VA-WV metropolitan area to avoid long distance travel.

At the same time, EPA will identify candidates to be interviewed for the marketing video and shipper video/photo slideshow. The Contractor, with approval from EPA, shall schedule up to four interviews for use in the marketing video and shipper video/photo slideshow. These



interviews are to be conducted with the use of a green screen so that backgrounds, motion graphics, etc. can be dropped in as necessary to align with video plot.

Again, all effort will be made to conduct these interviews in the DC-MD-VA-WV metropolitan area to avoid long distance travel. If an interview needs to be conducted outside the local area, EPA requests that the Contractor consider using an independent videographer to secure interview material, so as to minimize travel costs.

### **Schedule for Task 2**

Contractor shall begin work on Task 2 upon receiving EPA approval of the work plan. At the same time of its approval, EPA also will provide the Contractor with original footage of recent interviews with SmartWay partners, references to stock video footage that would be suitable for use, a list of partners to be interviewed, a list of questions and answers for interviewees to use, and a rough draft of a script and storyboard outline for the videos/photo slideshow.

Within 10 working days of receiving work plan approval and the materials outlined above, the Contractor shall provide comments and meet with EPA via teleconference to exchange ideas and provide recommendations for refining the working draft of the script, storyboard and interviewee Q&As. The Contractor also shall make recommendations regarding footage that is needed to create the videos/photo slideshow.

A week following this meeting, EPA will respond to ERG's written comments on the script, storyboard, and interviewee Q&As.

ERG shall complete a list of footage to be purchased and/or shot as b-roll. At the same time, EPA will provide ERG with a proposed schedule for conducting the interviews, and a final list of interviewees. ERG shall have identified the videographer it plans on using for conducting interviews and shooting b-roll.

TASK 2		
DATE DUE	DELIVERABLE	COMMENTS
10 working days after WP approval	ERG written comments on draft script/storyboard/AV materials	Meeting to review comments & schedule
1 week after EPA response	- Script, storyboard complete - Interviewee schedule final	Meet to review
2 weeks after interview schedule finalization	- Interviews & b-roll shoot	

### **Task 3: Perform the video taping**

In this task the Contractor shall setup, conduct and tape interviews using two or more HD-XDCAM cameras so that more than one angle of the interviewee is captured. EPA estimates that up to four interviews will be taped and that local travel may be required. EPA will identify SmartWay

partner and affiliate representatives who can be interviewed in local proximity to ERG offices (DC-MD-VA-WV metropolitan area). A green screen shall be used as a backdrop for the interviews. If available, an EPA representative designated by the WAM may accompany ERG to the interview and b-roll shoot/s.

One of the interviews may also involve additional taping of b-roll footage that could be used for the video as well. This b-roll shall involve footage of a truck and related transportation activities at a location decided on under Task 2.

To conduct this task ERG shall provide support to EPA to:

- Prepare and setup for videotaping, using HD cameras (tape dimensions shall be 1920x1080 and shot in a Pro Res format), lighting and audio equipment
- Conduct interviews
- Provide raw footage in Final Cut Pro format on electronic media (disk or hard drive, if necessary)

### **Schedule for Task 3**

Contractor shall begin work on Task 3 following EPA approval of final script and storyboard in Task 2. EPA will provide the Contractor with a list of interviewees, appointment times and locations for the videotaping. All interviews shall be completed within two weeks of receiving the EPA WAM's approval on the final script and storyboard from Task 2.

<b>TASK 3</b>		
<b>DATE DUE</b>	<b>DELIVERABLE</b>	<b>COMMENTS</b>
<b>2 weeks after interview schedule finalization</b>	<b>- Interviews &amp; b-roll shoot</b>	

### **Task 4: Post-production Editing and Mastering**

In this task, the Contractor shall convert the raw video footage of interviews to a low resolution electronic file with a time code so that EPA can view the footage online. The file shall include directories with descriptions so that EPA can easily search and locate the interview and b-roll footage. For example, each interview should be assigned a directory and marked according to the interviewee name.

The Contractor also shall provide support to EPA to create an edit list from the interviews and b-roll. Specifically, when compiling the interview and media files for EPA to review, the Contractor also shall take time during that process to identify segments that may be used in the final SmartWay marketing and shipper video products.



Upon completing its review of raw footage and any recommendations from the Contractor, EPA will provide the Contractor with specific time coded video footage to be considered for the final SmartWay marketing and shipper video products.

EPA also will provide the Contractor with the stock footage selected in Task 2 for use in the final video.

Based on the script and storyboard created in Task 2 and using final edit list, and other footage (original or stock), the Contractor shall develop:

- One short SmartWay marketing video (1-2:30 minutes)
- One short SmartWay shipper video or photo slideshow (1-2:00 minutes) that uses graphics similar to and with the look and feel of the short SmartWay marketing video
- All videos must adhere to EPA web standards, and shall be transcribed and close-captioned so that they are 508 compliant
- The videos shall be provided on electronic media (disk or hard drive, if necessary) in MPEG-4 Part 14 format (for uploading to web) and in WMV format (for computer viewing), and
- Contractor shall provide support to EPA in identifying format sizing for video use in presentations.

In addition to these finished products the Contractor also shall provide EPA with a master copy of the media containing original interviewee footage, b-roll and any another audio or visual material used to produce the final video products described in this PWS. The master copy shall include the original footage in Final Cut Pro format and in a wmv or mpeg format so the footage may be viewed in the future with the use of standard, no-cost software.

#### **Schedule for Task 4**

Contractor shall begin work on Task 4 immediately upon completing the interviews and b-roll shoot. The raw interview and b-roll footage shall be posted in a low-resolution, time coded format to a website where EPA can view it one week after the shoot.

EPA and the Contractor shall compile an edit list within one week after the time-coded footage has been made available.

One week later, the Contractor shall develop and submit rough cuts of the video products described in this task. The EPA WAM will provide comments on rough cuts of video products within one week of receiving them. Upon receiving EPA's comments on the rough cuts, the Contractor shall have an additional week to make changes and submit again to EPA for final review. EPA shall provide final comments within one week following that. Upon receiving and incorporating EPA final comments, the Contractor shall complete and submit final videos to EPA within one week. The master copy of all materials (on an external hard disk) shall be provided at the same time.

TASK 4		
DATE DUE	DELIVERABLE	COMMENTS
immediately upon completing the interviews and b-roll shoot	Time coded footage posted	
1 week after footage posting	Edit list prepared	
1 week after edit list	1 <sup>st</sup> draft video	
1 week after EPA comments	2 <sup>nd</sup> draft video	
1 week after EPA comments	Final video complete & master copy of all materials due	



<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 0-08 <input type="checkbox"/> Other <input type="checkbox"/> Amendment Number:								
Contract Number EP-C-11-046	Contract Period   09/19/2011 To   08/31/2012 Base <input checked="" type="checkbox"/> Option Period Number	Title of Work Assignment/SF Site Name I/M Program Model Characteriza								
Contractor EASTERN RESEARCH GROUP, INC.		Specify Section and paragraph of Contract SOW 1a, 2, 3								
Purpose: <input checked="" type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Period of Performance  From 11/01/2011 To 08/31/2012								
Comments:										
<input type="checkbox"/> Superfund                      Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund										
Note: To report additional accounting and appropriations data use EPA Form 1900-69A.										
SFO <input type="checkbox"/> (Max 2)										
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										
Authorized Work Assignment Ceiling										
Contract Period:		Cost/Fee:		LOE:						
09/19/2011 To 08/31/2012										
This Action:										
Total:										
Work Plan / Cost Estimate Approvals										
Contractor WP Dated:		Cost/Fee:		LOE:						
Cumulative Approved:		Cost/Fee:		LOE:						
Work Assignment Manager Name    Patty Klavon  <div style="display: flex; justify-content: space-between;"> <div>_____ (Signature)</div> <div>_____ (Date)</div> </div>							Branch/Mail Code: Phone Number    734-214-4476 FAX Number:			
Project Officer Name    Joie Middlebrook  <div style="display: flex; justify-content: space-between;"> <div>_____ (Signature)</div> <div>_____ (Date)</div> </div>							Branch/Mail Code: Phone Number:    734-214-4934 FAX Number:			
Other Agency Official Name  <div style="display: flex; justify-content: space-between;"> <div>_____ (Signature)</div> <div>_____ (Date)</div> </div>							Branch/Mail Code: Phone Number: FAX Number:			
Contracting Official Name    Sandra Savage  <div style="display: flex; justify-content: space-between;"> <div>_____ (Signature)</div> <div>_____ (Date)</div> </div>							Branch/Mail Code: Phone Number:    513-487-2046 FAX Number:			

## **PERFORMANCE WORK STATEMENT**

**TITLE:** Inspections and Maintenance (I/M) Program Model Program Characterization

**CONTRACTOR:** Eastern Research Group

**CONTRACT NUMBER:** EP-C- 11-046

**WORK ASSIGNMENT NUMBER:** 0-08

**WORK ASSIGNMENT MANAGER (WAM):** Patty Klavon  
2000 Traverwood Drive  
Ann Arbor, Michigan 48105  
Phone: 734-214-4476  
Fax: 734-214-4052  
Email: klavon.patty@epa.gov

**ALTERNATE WAM:** Astrid Larsen  
2000 Traverwood Drive  
Ann Arbor, Michigan 48105  
Phone: 734-214-4812  
Fax: 734-214-4052  
Email: larsen.astrid@epa.gov

**PROJECT OFFICER (PO):** Joie Middlebrook  
2000 Traverwood Drive  
Ann Arbor, MI 48105  
Phone: 734-214-4934  
Fax: 734-214-4052  
Email: [middlebrook.joie@epa.gov](mailto:middlebrook.joie@epa.gov)

**CONTRACTING OFFICER (CO):** Angela Lower  
Phone: 513-487-2036  
Fax: 513-487-2107  
Email: [lower.angela@epa.gov](mailto:lower.angela@epa.gov)

**PERIOD OF PERFORMANCE:** Effective Date to August 31, 2012

### **BACKGROUND AND OBJECTIVE**

The purpose of this work assignment is look at a range of model programs with the purpose of analyzing the costs and benefits of such programs and producing cost-effectiveness estimates for these programs.



The primary objective of this work assignment to provide air agencies and other policy makers in existing and potentially new I/M areas with model I/M program information so as to support program design and implementation.

To achieve this objective, this work assignment requires the following task:

### **Task 1: Model Program Characterization**

To assist potential new I/M programs and existing areas that are considering upgrades, the contractor shall devise and analyze a range of I/M program options. The analysis shall include both cost estimates for setting up and running such a program and the emission reduction benefits of such a program in 2016, 2018 and 2020 using the most currently available version of the MOVES model. The analysis shall include an estimate of the cost-effectiveness in dollars per ton of each model program option. The report shall include a discussion of the programmatic elements of each of the four options below. The options shall include:

1. A biennial OBD-only program on 1996 and newer vehicles using a traditional periodic testing approach.
2. An OBD-only program on 1996 and newer vehicles using both manned and unmanned kiosks (biennial testing) and Remote OBD (continuous testing). The cost analysis shall consider a 20/80 split and a 50/50 split respectively.
3. Adding two-speed idle testing to either of the first two options for pre-1996 vehicles.
4. Adding IM240 testing to either of the first two options for pre-1996 vehicles.
5. Adding a Remote Sensing dirty screen to either of the first two options for pre-1996 vehicles.

The contractor shall produce a separate stand alone written report that lays out these five options, the descriptions and the cost effectiveness analyses. A draft and final report shall be submitted to the EPA WAM for review and acceptance. Before commencement of this task, a QAPP must be submitted. The contractor can update or revise the QAPP generated under Contract EPC07078, WA 4-08.

### **Deliverables/Timeline**

<b>Task #</b>	<b>Task Designation</b>	<b>Deliverables</b>	<b>Deliverable Timeline</b>
<b>1</b>	<b>Model Program Characterization</b>	<p>Separate stand alone written report that lays out the programmatic options, the descriptions and cost effectiveness analyses</p> <p>*Draft Report Submitted to EPA WAM for Review and Comments</p>	<p>*Within 11 weeks of initiation of the work assignment</p>

		Final Report	Within 1 week after receipt of comments from the EPA WAM or by 8/31/12.
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## **REPORTING REQUIREMENTS**

All documentation shall be in accordance with contract specifications. In addition, the Contractor shall make available to the EPA all information gathered, reports, and other project-related documents, with incorporated or embedded graphics, if applicable, in both printed and electronic format. The Contractor shall deliver the draft and final documents in a format designed to run on standard Windows-based computer using commonly used software (e.g., Microsoft Excel).





## PERFORMANCE WORK STATEMENT

**Title:** I/M Program Data, Cost and Design Information

**Contractor and Contract Number:** Eastern Research Group  
EP-C-11-046

**Work Assignment Number:** 0-09

**Work Assignment Manager (WAM):** Patty Klavon  
2000 Traverwood Drive  
Ann Arbor, MI 48105  
Phone: 734-214-4476  
Fax: 734-214-4052  
Email: klavon.patty@epa.gov

**Alternate WAM:** Astrid Larsen  
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Fax: 734-214-4052  
Email: larsen.astrid@epa.gov

**Project Officer (PO):** Joie Middlebrook  
2000 Traverwood Drive  
Ann Arbor, MI 48105  
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Fax: 734-214-4052  
Email: [middlebrook.joie@epa.gov](mailto:middlebrook.joie@epa.gov)

**Contracting Officer:** Angela Lower  
Phone: 513-487-2036  
Fax: 513-487-2109  
Email: [lower.angela@epa.gov](mailto:lower.angela@epa.gov)

**PERIOD OF PERFORMANCE:** Effective Date to August 31, 2012



## **I. BACKGROUND**

Current information on Inspections and Maintenance (I/M) programs throughout the country continues to be in high demand from policy makers and will be essential if EPA strengthens the national ambient air quality standard (NAAQS) for ground-level ozone and new I/M areas are required. The data that needs to be assembled includes basic information on the specific geographic areas that are currently doing I/M (down to the county and/or partial county level), the coverage and types of testing done in these programs, and key contacts in the managing agencies. This work will also update data on the cost of inspections in I/M programs to assess the national cost and the range of costs of inspection, as well as average repair costs for a range of geographic regions. Additional data will be collected and analyzed on the number of vehicles tested, number of vehicles that fail, the nature of failures, retest information and the number of initially failed vehicles with no known final outcome.

## **II. CONTRACT LEVEL STATEMENT OF WORK REFERENCE**

The tasks to be performed under this work assignment are consistent with the work authorized under Task 3. Program and Emissions Analyses of the contract's performance work statement

## **III. OBJECTIVE**

The primary objective of this work assignment is to gather, compile and analyze current information about existing I/M programs across the country to provide air agencies and other policy makers in existing and potentially new I/M areas with current information on I/M programs so as to support program design and implementation.

To achieve this objective, this work assignment requires the following tasks:

### **Task 1: Work Plan Preparation**

The Contractor shall develop a Work Plan, in accordance with the terms and conditions of contract clause B.2 entitled "Work Assignments.". The work plan shall include a detailed technical and staffing plan and a detailed cost estimate.

### **Task 2: Collect, compile and analyze data on existing I/M Programs**

The Contractor shall gather, organize and succinctly portray current information on existing I/M programs throughout the United States. The starting point for this effort will be the 2011 I/M Jurisdiction Report (I/M Solutions), attached. There are gaps and omissions in the information in this report, so the information to collect includes:

1. Geographic coverage of I/M program: the urban areas with population of 50,000 or more, the counties covered by the program, and partial counties, if any, covered. If partial counties are included in the program, a description of the areas covered shall be assembled.
2. I/M Testing Characteristics: the model years covered by each specific I/M program, the vehicle types, the tests applied to each model year and vehicle type, the standards used in the test, any exemptions of classes of vehicles (e.g., for electric vehicles), the waiver provisions (including minimum expenditure to satisfy waiver requirements), the on-board diagnostic (OBD) monitor readiness requirements for each specific I/M program.
3. Program Management Contacts: the names, addresses, phone numbers, email addresses of the government agencies and primary point of contact information (e.g., program managers) overseeing the state I/M program (including both the air agency and the I/M operations)



agency, if different), any contractors to the state I/M program and the web address for the state I/M program.

4. Contract Information: if the state or local area outsources I/M related services, information on the contracts, what they cover, with whom the program contracts, the contract expiration date, and provisions for extension of the contract. If publicly available, the Contractor shall acquire copies of the RFP and the contract, preferably in Portable Document Format (PDF).
5. Regulations and Legislation: copies of current regulations and legislation supporting the specific I/M program, also preferably as PDF files.
6. Operating Information: Operating data on the I/M program for the 2009-2010 test cycle (2010 data for annual programs and both years for biennial programs). Information to include (broken out by vehicle type and model year, as applicable):
  - a. the number of vehicles initially tested;
  - b. the number and percentage of those initially tested vehicles failing for one or more tests);
  - c. the number and percentage of vehicles failing the various tests conducted (by test type);
  - d. the cost of initial tests, retests, and any other fees motorists might have to pay;
  - e. the total revenue collected;
  - f. the number and percentage of vehicles that received waivers;
  - g. the number and percentage of vehicles that were exempted from testing for any reason (e.g., military vehicle registered in the area but not present in the area);
  - h. the number and percentage of vehicles that failed an initial test but did not achieve a final passing test or a waiver (i.e., disappearing vehicles);
  - i. If readily available, information on the cost of repairs conducted in response to a failure; and,
  - j. any reports, studies, analyses or reviews conducted by or about the program shall be gathered.

The Contractor should be able to obtain most of the above information from annual reports and other sources of information that EPA Regional offices collect from state I/M programs. WAM will provide Contractor with contact information for EPA Regional offices. Contractor may also contact state I/M program managers directly for any information which cannot be obtained via EPA regional offices and the state I/M program annual reports. For the purpose of obtaining the above information, whenever interacting with EPA Regional offices and other outside organizations, Contractor shall self-identify as a Contractor to the EPA.

If the Contractor is unable to obtain certain data specified by Task 2, Contractor is to contact the WAM to determine whether the information is necessary to the work assignment and, if so, to determine the most efficient manner in which to obtain the data.

### **Task 3: Data Organization and Presentation**

The Contractor shall provide the OBD Clearinghouse with the information gathered from Task 2, after review and approval from the EPA WAM and work with the OBD Clearinghouse to ensure that the information is presented on the OBD Clearinghouse website in the most useful and accessible fashion, while meeting EPA requirements for postings to the web. The Contractor shall also provide this information to EPA in electronic format and recommend ways to incorporate the information into EPA's website

### **Task 4: Data Analysis and Projections**



The Contractor shall analyze the testing and cost information gathered in Task 2 and provide an accounting of the national totals of vehicles tested, vehicles failed for each test type, the total costs of testing, the totals of vehicles waived, exempted and disappearing (all by model year and vehicle type). The Contractor shall also project the fleet mix in existing I/M areas for the years 2016, 2018, and 2020; a national default fleet mix shall be projected for these years as well. The purpose of this data is to support the analyses in Task 5 and to show the split between OBD equipped vehicles and pre-1996 vehicles that will be operating in these future years.

**Task 5: Continuous Testing Credit Development**

The Contractor shall develop a new set of emission rates for MOVES that will allow modeling of continuous I/M benefits (as opposed to annual or biennial benefits). The continuous I/M emission rates shall be derived by taking the difference between annual and biennial I/M emission rates and further reducing annual emission rates by that difference. The Contractor shall prepare an input file that can be used by states in addition to the annual and biennial credit sets. Guidance shall be developed by the Contractor on how to employ the continuous I/M credit sets on a partial basis (e.g., if 80% of the fleet participates in the continuous program, how does a state go about modeling the split).

**Task 6: PROJECT REPORTING**

**Monthly Status Report**

The Contractor shall deliver monthly WA status reports which shall track the progress on each of the tasks/deliverables. The report shall include the information such as task and subtask names, hours spent, contact information, task start date and deadlines, deliverables, accomplishments, and work on hold status. PO and WAM will notify the Contractor in writing regarding any changes to the report format. The WAM and Contractor project manager shall teleconference monthly to discuss progress on the project and any issues that need resolution. When expenditures for this WA reach 75% of both approved LOE and Funding, the Contractor shall notify the Contracting Officer, the Project Officer and WAM via email with this information.

**End of Project Period Status Report**

At the end of the project period, the Contractor shall provide a status report, either as one of the monthly reports described above or as a separate report that breaks out costs by task.

**V. DELIVERY SCHEDULE AND MILESTONES**

The Contractor shall complete deliverables in accordance with the schedule below.

<u>Task</u>	<u>Milestone/Deliverable</u>	<u>Date</u>
1	1. Proposed work plan	Per Contract
	2. Work assignment management meetings	Monthly
2	1. Data compilation submitted electronically to EPA WAM in standalone written product designed to run on standard Windows-based computer using commonly used software (e.g., Microsoft Word).	Within 6 weeks of initiating the work assignment
	2. Debrief teleconference call in which Contractor	



	will provide a review of the information gathered in Task 2, discuss any issues or problems in gathering complete information if applicable and discuss next steps for presenting the information gathered.	
3	<ol style="list-style-type: none"> <li>1. Submit materials gathered from Task 2 to WAM for approval</li> <li>2. Submit materials gathered from Task 2 to OBD Clearinghouse and work with OBD Clearinghouse to ensure that material is posted in a useful/accessible fashion.</li> <li>3. Provide EPA with suggestions for incorporating the data gathered under Task 2 on EPA's website.</li> </ol>	<p>Within 3 weeks of completion of Task 2</p> <p>Within 1 week of WAM approval</p>
4	Electronic delivery of analyses and projections to EPA in appropriate format (e.g., Microsoft Excel)	Within 6 weeks of completion of Task 2
5	Spreadsheet file showing emissions rates for MOVES that allow modeling of continuous I/M benefits with embedded detailed instructions for how to employ the continuous I/M credit sets on a partial basis.	Within 4 weeks of completion of Task 3

## **VI. DISTRIBUTION AND FORMAT OF DELIVERABLES**

All deliverables, including status reports between the Contractor and the Government, shall be delivered as follows:

One copy in electronic format to the WAM and PO

The following applies to all tasks under this effort unless otherwise specified by the WAM during the performance of that task.

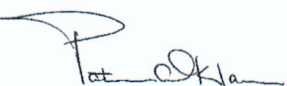
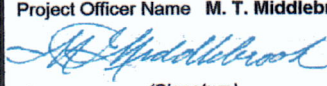
The Contractor shall deliver all draft and final reports, briefing materials and minutes, data sets, etc. in electronic format (HTML, Visio, Microsoft Word, Acrobat, etc. as appropriate) via electronic mail.

The Contractor shall submit a Letter of Transmittal with each deliverable, unless otherwise noted, which includes, at a minimum: the task/deliverable identified, type (draft or final), due date, submission date, deliverable name, and name of the WAM.

### **Inspection and Acceptance Criteria**

The WAM will review deliverables for technical content, completeness, and grammar. Final inspection, testing and acceptance of all reports, code, and other deliverables will be performed by the WAM.



United States Environmental Protection Agency Washington, DC 20460		Work Assignment Number 0-09	
<b>Work Assignment</b>		[ x ] Original [ ] Amendment Number:	
Contract Number <b>EPC-11-046</b>	Contract Period 9-19-11 - 8/31/12	Option Period Number Base	Title of Work Assignment <b>IM Program Data, Cost and Design Information</b>
Contractor <b>ERG</b>		Specify Section and Paragraph of Contract SOW	
Purpose: [X] Work Assignment Initiation [ ] Work Assignment Close-Out [ ] Work Assignment Amendment [ ] Incremental Funding [ ] Work Plan Approval		Periods of Performance From: Effective Date To: August 31, 2012	
Comments:			
<input type="checkbox"/> Superfund      Accounting and Appropriations Data <input type="checkbox"/> Non-Superfund			
Li	DC (Max 6)	Bu dg nt/ Code	Approp riation Code (Max 7)
		Budget Org/Code (Max 7)	Program Element (Max 9)
		Object Class (Max 4)	Am oun t ars
		(D oll ars)	(Cents)
		Site/Project (Max 8)	Cost Org/Code (Max 7)
1			
2			
3			
4			
5			
<b>Authorized Work Assignment Ceiling</b>			
Contract Period:		Cost/Fee	LOE
This Action			
Total			
<b>Work Plan / Cost Estimate Approvals</b>			
Contractor WP Dated :		Cost/Fee:	LOE:
Cumulative Approved:		Cost/Fee:	LOE:
Work Assignment Manager Name:   Patricia A. Klavon		Branch/Mail Code	
		Phone Number 734-214-4476	
		Fax Number 734/214-4052	
		Branch/Mail Code TRPD	
Project Officer Name M. T. Middlebrook  (Signature) 11/8/11		Phone Number 734-214-4934	
		Fax Number 734-214-4906	
		Branch/Mail Code	
Other Agency Official Name  (Signature)		Phone Number 734/214-	
		Fax Number 734/214-	
		Branch/Mail Code CMD	
Contracting Official Name Angela Lower  (Signature)		Phone Number 513-487-2036	
		Fax Number 513-487-2107	
		Branch/Mail Code	
Contractor Acknowledgement of Receipt and Approval of Workplan (Signature and Title)			Date

<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 0-10	
Contract Number EP-C-11-046		Contract Period 09/19/2011 To 08/31/2013 Base <input checked="" type="checkbox"/> Option Period Number	
Contractor EASTERN RESEARCH GROUP, INC.		Title of Work Assignment/SF Site Name Diesel OBD Readiness IM Option	
Purpose: <input checked="" type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Work Plan Approval		Specify Section and paragraph of Contract SOW 1d, 3	
Period of Performance From 09/19/2011 To 08/31/2012		<input type="checkbox"/> Work Assignment Close-Out <input type="checkbox"/> Incremental Funding	
Comments:			
<input type="checkbox"/> Superfund		Accounting and Appropriations Data	
<input checked="" type="checkbox"/> Non-Superfund			
Note: To report additional accounting and appropriations date use EPA Form 1900-69A.			
SFO (Max 2) <input type="checkbox"/>			
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)
	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)
	Amount (Dollars)	(Cents)	Site/Project (Max 8)
	Cost Org/Code (Max 7)		
1			
2			
3			
4			
5			
Authorized Work Assignment Ceiling			
Contract Period: 09/19/2011 To 08/31/2013		Cost/Fee: LOE:	
This Action:			
Total:			
Work Plan / Cost Estimate Approvals			
Contractor WP Dated:		Cost/Fee: LOE:	
Cumulative Approved:		Cost/Fee: LOE:	
Work Assignment Manager Name Patty Klavon		Branch/Mail Code:	
_____ (Signature)		_____ (Date)	
Project Officer Name Joie Middlebrook		Phone Number 734-214-4476	
_____ (Signature)		_____ (Date)	
Other Agency Official Name		FAX Number:	
_____ (Signature)		_____ (Date)	
Contracting Official Name Angela Lower		Branch/Mail Code:	
_____ (Signature)		_____ (Date)	
		Phone Number: 513-487-2036	
		FAX Number:	



## **PERFORMANCE WORK STATEMENT**

**TITLE:** Diesel Onboard Diagnostic (OBD) Readiness in an Inspection and Maintenance (I/M)  
Setting: Options Development

**CONTRACTOR:** Eastern Research Group

**CONTRACT NUMBER:** EP-C- 11-046

**WORK ASSIGNMENT NUMBER:** 0-10

**WORK ASSIGNMENT MANAGER (WAM):** Patty Klavon  
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Email: larsen.astrid@epa.gov

**PROJECT OFFICER (PO):** Joie Middlebrook  
2000 Traverwood Drive  
Ann Arbor, MI 48105  
Phone: 734-214-4934  
Fax: 734-214-4052  
Email: [middlebrook.joie@epa.gov](mailto:middlebrook.joie@epa.gov)

**CONTRACTING OFFICER (CO):** Angela Lower  
Phone: 513-487-2036  
Fax: 513-487-2107  
Email: [lower.angela@epa.gov](mailto:lower.angela@epa.gov)

**PERIOD OF PERFORMANCE:** Effective Date to August 31, 2012

## **BACKGROUND AND OBJECTIVE**

**(NOTE: This work assignment will have a follow-on work assignment for tasks to be completed after August 31, 2012.)**

Although not required to test diesel-fueled vehicles under current, Federal vehicle inspection and maintenance (I/M) requirements, several states have sought EPA's assistance in developing options for testing such vehicles. Therefore, the purpose of this work assignment is to convene a workgroup composed of representatives from the I/M community and vehicle manufacturers to discuss issues associated with the testing of light- and medium-duty diesel vehicles (up to and including 14,000 pounds Gross Vehicle Weight Rating) equipped with onboard diagnostic (OBD) systems. The aim of this discussion will be to develop recommendations regarding how best to test these vehicles under an I/M-like program with particular focus on how to address the setting of monitor readiness, the prevention of unnecessary motorist inconvenience, and the detection of any possible owner fraud. The Contractor shall contribute its technical knowledge to develop the issue and options while also assessing the implications of potential government policies on the vehicle manufacturing and testing communities.

The primary objective of this work assignment is to provide air agencies and other policy makers in existing and potentially new I/M areas with options for conducting OBD-based inspections of light- to medium-duty diesel vehicles in a way that minimizes customer inconvenience while supporting state-to-state consistency for those program areas opting to test these vehicles.

To achieve this objective, this work assignment requires the following tasks:

#### **Task 1 - Prepare Work Plan**

Contractor shall prepare a Work Plan for the Work Assignment as specified in the contract. The Work Plan shall outline, describe and include the approach, resources, timeline and due dates for deliverables, detailed cost estimate by task and a staffing plan. The Work Assignment Manager (WAM), the Project Officer (PO) and the Contracting Officer (CO) will review the Work Plan. However, only the CO can approve/disapprove, suggest revisions, or change the Work Plan. Official revisions will be given to the Contractor by the CO. The Contractor shall prepare a revised Work Plan incorporating the CO's comments, if required.

#### **Task 2: Workgroup Facilitation**

To facilitate the discussion of the diesel I/M related issues described above, the contractor shall convene a workgroup of experts selected by the EPA, which will be provided to the contractor by the EPA WAM through written technical direction. EPA anticipates up to four (4) teleconference calls, each lasting one (1) hour. The teleconference calls shall all take place by September 21, 2012. The Contractor shall coordinate the development of a proposed timeline for these calls with the workgroup. Workgroup facilitation shall include the establishment of a call-in number with sufficient teleconference lines to accommodate all participants, the scheduling of calls, the development and/or solicitation of agenda items, and the taking and dissemination of minutes to workgroup members and the EPA WAM.

The Contractor shall take the lead on the discussion, ensuring that all parties are given an opportunity to present their positions and to respond to questions, objections, etc. The Contractor shall work with the workgroup to develop options for addressing the technical implementation issues identified, complete with pros and cons. The Contractor shall include in



the options development an assessment of the economic and environmental implications of each of the options sufficient to allow a ranking of the options based these implications.

Contractor personnel shall at all times identify themselves as Contractor employees and shall not present themselves as EPA employees. Furthermore, they shall not represent the views of the U.S. Government, EPA, or its employees. In addition, the Contractor shall not engage in inherently governmental activities, including but not limited to determining EPA policy and preparation of documents on EPA letterhead.

The Contractor shall debrief the WAM after each workgroup meeting via teleconference call to be scheduled as appropriate.

### **Task 3: Technical Report and Information Summary**

The Contractor shall produce a separate stand alone written report that identifies the issues discussed, the options investigated, the pros and cons for each option (including an assessment of the implications of prospective options on the stakeholder community), and recommendations. The timeline for conducting the calls, completing the technical report and information summary shall include time to produce and provide a working draft of the technical report for the workgroup's comments.

A draft and final report shall be submitted to the EPA WAM for review, comment, and acceptance. Submission of the draft report to EPA will be followed by a briefing on the main issues and options discussed prior to the Contractor's receiving EPA's comments.

Concurrent with the final report, the Contractor shall draft an information summary directed toward the stakeholder community which will summarize options for addressing the technical implementation issues identified, along with the pros and cons outlined in the technical report.

### **Deliverables/Timeline**

<b>Task #</b>	<b>Task Designation</b>	<b>Deliverables</b>	<b>Deliverable Deadline</b>
1	Work Plan	First draft of Work Plan	2 weeks after receipt of PWS
		Final Work Plan	1 week after receipt of comments from EPA
<b>WORK TO BE PERFORMED IN Option Period 1-10 WORK ASSIGNMENT IS BELOW</b>			
2	Group Facilitation	A schedule of 4 conference calls, including agendas, meeting minutes, and a debriefing with the WAM after each call.	Last call no later than 9/21/12
3	Technical Report and Information	Draft technical report to workgroup for comment.	9/28/12

	Summary		
		Draft technical report to WAM for review.	10/15/12
		Final report and draft Information Summary submitted to WAM.	10/22/12
		Final draft Information Summary submitted to WAM	11/1/12

## REPORTING REQUIREMENTS

The Contractor shall prepare its work plan within 15 days of receipt of a Work Assignment by the Contracting Officer. The WAM, PO, and the CO shall review the work plan. Official revisions, if necessary, shall be given to the CO. The Contractor shall make revisions to its work plan, incorporating the CO's comments, if necessary.

All documentation shall be in accordance with contract specifications. In addition, the Contractor shall make available to the EPA all information gathered, reports, and other project-related documents, with incorporated or embedded graphics, if applicable, in both printed and electronic format. The Contractor shall deliver the draft and final documents in a format designed to run on standard Windows-based computer using commonly used software (e.g., Microsoft Office).

The Contractor may not accept technical direction from anyone other than the WAM, PO, or the CO on the work assignment. Any technical direction or "guidance" provided to the Contractor, if issued orally, must be confirmed in writing within two (2) days of its issuance. Technical direction shall be within the scope of the PWS and the existing Contract Agreement under which it is written.

The Contractor shall notify the WAM when 75% of the funds and/or hours of for this work assignment have been expended.



<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 0-11 <input type="checkbox"/> Other <input type="checkbox"/> Amendment Number:								
Contract Number EP-C-11-046	Contract Period 09/19/2011 To 08/31/2012 Base <input checked="" type="checkbox"/> Option Period Number	Title of Work Assignment/SF Site Name DERA Helpline								
Contractor EASTERN RESEARCH GROUP, INC.		Specify Section and paragraph of Contract SOW 1A and 1C								
Purpose: <input checked="" type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Period of Performance From 11/01/2011 To 08/31/2012								
Comments:										
<input type="checkbox"/> Superfund    Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund										
Note: To report additional accounting and appropriations data use EPA Form 1900-69A.										
SFO (Max 2) <input type="checkbox"/>										
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										
Authorized Work Assignment Ceiling										
Contract Period:		Cost/Fee:		LOE:						
09/19/2011 To 08/31/2012										
This Action:										
Total:										
Work Plan / Cost Estimate Approvals										
Contractor WP Dated:		Cost/Fee:		LOE:						
Cumulative Approved:		Cost/Fee:		LOE:						
Work Assignment Manager Name Sally Newstead _____ (Signature) (Date)						Branch/Mail Code: Phone Number 734-214-4474 FAX Number: 734-214-4053				
Project Officer Name Joie Middlebrook _____ (Signature) (Date)						Branch/Mail Code: Phone Number: 734-214-4934 FAX Number:				
Other Agency Official Name _____ (Signature) (Date)						Branch/Mail Code: Phone Number: FAX Number:				
Contracting Official Name Angela Lower _____ (Signature) (Date)						Branch/Mail Code: Phone Number: 513-487-2036 FAX Number:				

Contract Number: EP-C-11-046

Work Assignment: WA-0-11

#### **1.01 TITLE**

Diesel Emissions Reduction Program Helpline

#### **2.0 WORK ASSIGNMENT MANAGER**

Sally Newstead (734)214-4474

Certification and Innovative Strategies Division

#### **ALT. WORK ASSIGNMENT MANAGER**

Jeffra Rockwell (734) 214-4401

Transportation and Regional Programs Division

#### **PROJECT OFFICER**

Joie Middlebrook, (734)214-4934

Transportation and Regional Programs Division

#### **3.0 DURATION: Issuance through 8/31/2012**

#### **4.0 PURPOSE**

This Performance Work Statement (PWS) utilizes the Program Support, Analysis, and Advancement contract with ERG. The purpose of this SOW is to continue to assist EPA's National Clean Diesel Campaign (NCDC) by operating a toll-free telephone helpline with two main tasks:

- 1) To answer general routine telephone questions about the Diesel Emissions Reduction program through a menu system and call-backs and
- 2) To provide technical and engineering support to clean diesel projects.

In addition, under this PWS the contractor will assist EPA to generate the materials necessary for the successful implementation of the Energy Policy Act (2005) Diesel Emission Reduction program (also known as "DERA"). EPA requires the technical support of a contractor to strengthen and enhance its outreach and implementation and technical support of specific projects.

#### **5.0 BACKGROUND**

For fiscal year 2008, Congress appropriated funds for the first time under the Energy Policy Act (2005) to help reduce harmful emissions from heavy-duty diesel engines. In FY2008, the total amount of funding available is \$49.2 million. In 2009 Congress appropriated \$300 million through the American Recovery and Reinvestment Act and \$60 million in FY09 funding for DERA. Funds were also appropriated for FY09/10,



FY11. Expectations are that they will again be appropriated for FY12 and FY13 . Through the NCDC, EPA will award grants to assist its eligible partners in building diesel emission reduction programs across the country that improve air quality and public health. This work assignment will support those projects by answering frequently asked programmatic questions and project-specific technical questions.

## **6.0 PERFORMANCE WORK STATMENT**

Under this PWS the contractor shall assist EPA's NCDC by operating a toll-free telephone helpline and an email box with two main tasks:

- 1) To answer general routine questions about the Diesel Emissions Reduction program through a menu system and call-backs and
- 2) To provide technical and engineering support to clean diesel projects.

The contractor shall answer telephone and email inquiries regarding the Diesel Emissions Reduction Program (e.g., National Clean Diesel Funding Assistance Program, the State Clean Diesel Grant and Loan program, and the National Clean Diesel Emerging Technology program) in general as well as technical assistance questions related to diesel emission reduction technologies and strategies and EPA-funded projects.

The contractor shall fulfill requests for materials daily and track all correspondence in the NCDC database.

In consultation with the WAM, the contractor shall establish an easy to navigate menu of options for various topics. The contractor shall update the outgoing message as necessary or when requested. The contractor shall also respond to emails received from the NCDC website ([CleanDiesel@epa.gov](mailto:CleanDiesel@epa.gov)). The contractor shall retrieve, log and act upon requests from the Information Request Line or via email. The contractor shall provide quick, accurate, thorough, user-friendly responses to inquiries about NCDC or shall forward to EPA those inquiries requiring EPA expertise or official government responses.

In establishing the helpline, the contractor shall develop, in consultation with the WAM, draft responses to frequently asked questions. The contractor shall develop standard operating processes for responding or referring to EPA for specific questions. The contractor shall also develop a resource guide that includes contact information for each state program, trade associations, materials exchanges, and other relevant resources. The contractor shall provide a copy of the general materials being distributed for all EPA regions and both HQ locations. The contractor shall update these materials on a monthly basis.

The phone line should be available for leaving messages at any time, but open during regular business hours, with an ability to have call-back the same business day.

To help EPA manage the helpline, the contractor shall generate monthly status reports about the inquiries, which include number, state of origin and type of calls and materials requested.

We anticipate that the initial volume for Information Line calls will be large during the period of time that projects begin. This task assumes the call volume will remain at fewer than 50 calls a week and email volume at fewer than 400 emails per week.

**ERG shall notify EPA if the volume increases significantly, so that this task may be modified to reflect that.**

In addition, the contractor shall provide technical and engineering support to clean diesel projects by phone. Support may include providing information about technologies, assisting fleets with understanding how to assess a fleet, to assess the suitability of certain technologies for given applications, how to understand what constitutes a verified or certified technology, trouble-shooting during project implementation, and referring inquiries to EPA (Regions and HQ) when inquiries require EPA expertise or official government responses.

Tasks include:

1. Operate the Clean Diesel Helpline, including the menu system and standard operating procedures.
2. Develop standard responses in consultation with the WAM to frequently asked questions.
3. Check the voice mailbox and email box at least twice a day (morning and afternoon) for messages.
4. Respond with answers to standard questions within 1 business day and forward complex messages to the appropriate party immediately.
5. Respond with answers to requests for technical or programmatic support on specific projects within 1 business days. Follow up as necessary to resolve the issue, and notify EPA if not resolved within 10 business days.
6. Log call and e-mail requests and responses in the NCDC database within 3 business days.
7. Update the outgoing message on Helpline Line within 1 business day as necessary or when requested.

All updated, revised or newly created products shall be reviewed and approved by the



EPA WAM. Final electronic files shall be provided to EPA. The final products will be approved by the EPA.

## **7.0 REPORTING REQUIREMENTS**

The contractor shall prepare their work plan within 15 days of receipt of a Work Assignment signed by the Contracting Officer. The Work Assignment Manager (WAM), Project Officer (PO), and the Contracting Officer (CO) shall review the work plan. Official revisions, if necessary, shall be given to the Contracting Officer. The contractor shall make revisions to their work plan, incorporating the Contracting Officer's comments, if necessary.

### **Final Report:**

Due to the nature of the work being performed, at the end of the period, a summary shall be provided to the WAM compiling the number, type, and source of calls/email inquiries that were received and addressed by the Contractor through helpline phone and email boxes.

The contractor may not accept technical direction from anyone other than the WAM, PO, or the Contracting Officer on the work assignment. Any technical direction or "guidance" provided to the contractor, if issued orally, must be confirmed in writing within 2 days of its issuance. Technical Direction will be within the scope of the SOW and the existing Contract Agreement under which it is written.

The contractor shall notify the WAM when 75 percent of the funds and/or hours for this work have been expended.